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Beverages De Luxe

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Foreword

THIS, the first edition of Beverages de Luxe, is intended as a guide to connoisseurs, and those who serve them, and the editors fondly hope that it fills this purpose.

Despite a spirit of fanaticism that periodically passes over the land, there is no denying that fine beverages are among the things that make life brighter, happier and worth while. A knowledge as to the best of them, their selection, their care and their serving, is, therefore, not amiss.

The articles herewith presented on topics in connection with fine beverages, have been prepared by specialists and are worthy of preservation, as are the entire contents of this book, which will be found handy for reference in the club, the hotel, and the high class cafe, and by those who enjoy the luxuries of those places.

Italian Wines

BY
GUIDO ROSSATI
Wine Expert
of the Royal Department
of Agriculture of Italy

The grapevine has flourished in Italy from the remotest antiquity, the name of *Oenotria tellus,* or land of wine, given to it by ancient poets, attesting the pre-eminence already attained by the peninsula in this line of production from the earliest times.

Nowhere else, perhaps, has the product of the grape played such an important part in national life as in ancient Rome and Greece; in art as in literature, in religion as in politics.

No other country, perhaps, as Italy, owing to its orographical configuration and the notable differences in climate and soil of its various sections, shows such a varied production of wines, from the light wines of the North to the generous vintages of the South. The gamut of equality is probably unparalleled. There are wines which seem to reflect the character of the races by whom they are produced. For example: The Barolo of Piedmont possesses those robust and austere qualities which mark the Piedmontese people who make it; the Chianti is gentle, graceful and vivacious, like the Tuscan people; the Lachrima Christi is warm and ardent, as Neapolitans are; the Marsala, strong and generous, as the inhabitants of Sicily.

A comprehensive review of even the principal types of wine produced in Italy cannot adequately be contained within the limits of a brief article. But, making virtue of necessity, and starting from the North of the Peninsula, we find, first, Piedmont, a hilly province, in climate and soil well adapted to wine growing. Table wines form the largest and most important part of its production, of which the finest brands are the Gattinara, Ghemme, Barolo, Barbaresco, Nebbiolo, Barbera, Grignolino, and Freisa. All these are dry wines, which possess a good bouquet and tonic qualities.

"Barolo," says Professor Mosso, "is a beverage which produces physiological effects even before you take it." Its color is garnet, its bouquet ethereal, its flavor full, lasting and aromatic. Although it matures in five or six years, some prefer it ten years old. It is generally served in a basket, like Burgundy, to show its age and preserve its crust.

After "having washed our lips with this illustrious wine,"

we may sample Nebbiolo, which is preferred by many on account of its fruity flavor and flower-like bouquet. It is also prepared in a sparkling condition, and a very pleasant beverage is this red sparkling wine, especially with nuts.

Nebbiolo, "which from the wine press comes sparkling and rushes in bottle and cellar to hide its young blushes," cannot, however, monopolize entirely our attention, for other brands are claiming their share of it, such as: Barbaresco, which is a red wine, round and soft, resembling Burgundy; the popular Barbera, much liked for its deep, ruby color, and its vigorous, strengthening qualities; and the aristocratic strawberry-colored Grignolino, an ideal table wine, the latter the favorite of the late Archbishop Franzoni of Turin.

Sparkling Moscato of Asti or Canelli, produced in what is probably the best-known viticultural district of Piedmont, is considered one of the best and most typical of Italian sparkling wines. It has been called "a lady's wine" because "it is sweet." Remarkable for its bouquet, which stands somewhat between that of the musk and the scent of the rose, it has a slight alcoholic strength, so that it can be used safely even by the gentle sex, and is an exhilarating beverage.

Lombardy produces less wine than Piedmont, the culture of the grape being confined mainly to the sub-Alpine or Alpine district, while the plains are chiefly devoted to the dairy and silk industries. What little wine is grown in Lombardy is, however, of good quality; the best being the wines of Valtellina, the Rhaetia of the Latins, a province as celebrated to-day for its vintages as it was in ancient times. They are characterized by a beautiful strawberry color, lightness, delicacy of bouquet, cleanliness, and nuttiness of flavor, being among Italian wines those which approach the most, the grand vintage of the Medoc.

On the western border of the Venetian province, not far from that romantic city of Verona, is grown another of the best wines of Italy, viz.: The Valpolicella, a table wine, ruby in color, of moderate strength, clean and palatable, developing with age a delicate, violet-like bouquet. Somewhat resembling Burgundy, it has, however, a certain tendency to sparkle, a quality this, that has been lately utilized in preparing of this type a sparkling variety, which finds considerable favor among consumers in this country.

The allurements of Stecchetti's poetry are not necessary to initiate the traveller into the delightful "soles of Venice and wine of Conegliano," another of the celebrated Venetian vintages, and, probably, the most popular sparkling wine of Italy, for the latter speaks for itself, once you have gotten well acquainted with it.

As we proceed further through the Po Valley, skirting the

hills located at the foot of the Appenines, where our attention is attracted by the artistic manner in which the grapevine is trained, in garlands and festoons from tree to tree, giving the country a picturesque and festive appearance, we are not surprised to find synthesized all these natural beauties, and, I should say, the very bountifulness of the Aemilian district in the famous Lambrusco wine, produced near Modena, a red, sparkling wine, of violet-like bouquet, somewhat similar to Nebbiolo, but more tasty and not quite so fruity.

In the infinite gamut of wines, which gladden the heart of man, Chianti, this most popular and most representative of Italian wines, represents a type entirely of its own, well defined and well established.

Elegantly, nay coquettishly, gotten up in those familiar, neatly-trimmed flasks, adorned with the national colors of Italy, Chianti is essentially a joyous and vivacious wine, the prototype of the red wines of Tuscany, characterized by the brightness and vivacity of their ruby color, the vinosity of their bouquet, the moderateness of their alcoholic strength (just sufficient to move the brain without impairing it), by the cleanliness, smoothness and gentleness of their flavor, and, above all, by that quality which the Tuscans define as *"passante,"* viz., easily digestible. Chianti has not the austerity nor the deep flavor of Barolo or Gattinara, but has many of the soft graces of the Valpolicella or Valtellina, which alone, among the fine table wines of Italy, can, on aristocratic tables, contend with this son of ancient Etruria.

Aleatico is a red, Muscadine wine, of which Henderson, the well-known English authority, says that "the name in some measure expresses the rich quality of this wine, which has a brilliant purple color and a luscious aromatic flavor, without being cloying to the palate, as its sweetness is generally tempered with an agreeable sharpness and slight astringency. It is, in fact, one of the best specimens of the *dolce piccanti* wines; and probably approaches more than any other some of the most esteemed wines of the ancients."

From Tuscany, whose good wine is, as Bedi says, "Gentleman," and "No headache hath he, no headache, I say, for those who talked with him yesterday," we step into the Orvieto district of Central Italy, famous for its white wines, and for being the home of the historical "Est-Est-Est Wine," which robbed Germany of one of its abbots, the bibulous Johann Fugger.

The celebrated wines of Naples come from the slopes of fiery Mount Vesuvius, where it would seem almost paradoxical that the vine should flourish and yield such excellent products as it does, and from the hillsides of the surrounding country, including the islands of the bay.

In this fascinating viridary, eternally fertile, ancient mem-

ories flow from the festive pergolas and harbors laden with the golden bunches of the Capri, or with the purple fruit that yields the Falernian, or with the aromatic grapes, from which Lachryma Christi is obtained.

Of Lachryma Christi, which is an amber-colored wine, possessing a pronounced and agreeable bouquet, and a delicious, fruity flavor of its own, Henry Vizetelly, a competent English authority, in his well-known book, "The Wines of the World," states: "At the head of South Italian wines, one unquestionably has to place the far-famed Lachryma Christi, the product of the loose volcanic soil of Mount Vesuvius, and an exceedingly luscious wine, of refreshing flavor."

A superior semi-dry, or dry, sparkling variety of Lachryma Christi, has lately been produced, which combines the intrinsic merits of this wine with the exhilarating qualities of a sparkling wine, and also a red variety is known, obtained from the Lachryma grape.

No brand, ancient or modern, has enjoyed such enduring or extensive celebrity as Falernian. The Falernian of antiquity came from Mount Massico, and its modern namesake is produced in the hilly volcanic district extending from Pozzuoli to Cuma. It is prepared from grapes that are allowed to remain on the vines until late in the fall and gathered when overripe, the juice being consequently very rich.

Of Falernian, to-day, two varieties are produced: One red, endowed with great bouquet, generous strength, full body, delicate, velvety flavor; another, golden white, generous, richly flavored, with an aromatic bouquet of its own.

White Capri is a refreshing, delicate, fragrant, sub-acidulous wine, of a pale, primrose color, resembling in its characteristics the Chablis of Burgundy. Red Capri is a generous fragrant, ruby-colored wine, with greater body than the white, velvety to the taste, and to be taken with roast meat.

The South of Italy, with its generous vintages, supplies legion of well-known brands, such as the sweet Muscat of Trani, the Malmsey of Lipari, the aromatic and strongly-scented dessert wines of Calabria (Zagarese and Gerace), and the robust, heavy-bodied, red wines of Bari, Barletta, Lecce and Gallipoli.

Through the delicious perfume of orange blossoms comes to us the fame of the celebrated wines of Sicily, where the feast of the son of Jupiter and Semele is a continuous one, finding its flow in the Muscat of Syracuse, suggestive of the honey of Mount Ibla, in its nectareous confrere of Segesta, in the rather strong, but highly fragrant, Albanello and Naccarella, in the Nelsonian vintages of the Duchy of Bronte, supplied to the

English court, in the generous vintages of the Aetna, and last, but not least, in the well-known Marsala wine.

Of all Italian wines, Marsala is, perhaps, the best known among the English-speaking race. It is, undoubtedly, the best of the many dessert wines for which Italy enjoys a world-wide reputation.

Marsala is a wine that resembles Sherry, but, as a rule, richer in body, as in its preparation a certain amount of must from red grapes is used. It has a highly developed bouquet, and is entirely free of acidity to the taste, which is mellow and oily. Like Sherry and Port, Marsala is a fortified wine, although there are some qualities, such as the Virgin, which do not receive any addition of brandy at all.

Malmsey, or Malvasia, is a white, sweet, dessert wine, rather alcoholic, with luscious flavor, resembling Madeira.

Of the Syracusan Muscat, as well as of that of Segesta, we may say with Carpene that "it has a brilliant golden color, a most gracious and not excessive fragrance, an exquisite, honey-like flavor, that fills the mouth with a harmonious ensemble of delicious sensations, which the palate can perceive, but no pen adequately describe."

Our review of Sicilian wines would not be complete without mentioning two or three other well-known brands, viz: Corvo, a white table wine, resembling Sauterne, and possessing a beautiful amber color, bouquet and aroma typically Southern, a clean, generous, silky taste, warming to the system. Generous in flavor, without being heady, it combines body with finesse, quality with reasonable price.

Castel Calatubbo, from the vineyards of Prince Pape di Valdina, is also a wine of the Sauterne type, although somewhat dryer and a trifle more generous.

"Vin de Zucco," grown at Villa Grazia, a property of the Orleans family, in the province of Palermo, is another famous Sicilian growth. This wine, obtained with the greatest care, stands between a Sauterne and a Sherry wine, and is ideal either as a dessert or as a "Vin de luxe."

Italian Vermouth

BY
CESARE CONTI
President Italo-American Stores
New York

Italian Vermouth is undoubtedly the best known and most largely consumed vinous liquor used in the preparation of mixed drinks.

With this liquor is so identified the city of Turin, where it is chiefly prepared, that its name has become familiar as the home of Vermouth *par excellence.*

Vermouth is, practically, a good white wine, chiefly Muscat, aromatized with the addition of the extract from certain aromatic herbs, fortified with pure wine spirits to a strength varying from fifteen to seventeen per cent. by volume, sweetened with pure sugar, so as to bring its saccharimetric contents at from twelve to eighteen per cent.

It derives its name, of Teutonic origin, from the word "Wermut," which stands in the German language for the English "wormwood," one of the aromatic herbs which is more or less conspicuous in all the formulas for its preparation.

There are many other herbs and spices entering into the composition of the extract added to wine in the preparation of Vermouth, which vary according to formula. Of these, there are as many, we might say, as leaves in Vallombrosa, each maker having his own particular formula, which is naturally guarded as a trade secret.

Although wormwood figures in all formulas, it must be noted that the parts of the plant used are not the leaves, nor the stems, which contain the essential oil of wormwood or absinthol, but the flowers, or better, the inflorescences which contain, instead of the essential oil, an entirely unobjectionable aromatic principle, known as absinthine, recognized by the pharmacopœa as a useful tonic.

The custom of infusing aromatic ingredients into wine, in order to enhance its hygienic value, dates from the remotest times.

Mention is made of such wines by Pliny, and Cicero alludes to an *"absinthiatum vinum,"* which must have been something on the lines of Vermouth, but, of course, not so improved and harmonious in its composition as the article of the present day.

Vermouth wine is a liquor of a rather deep golden color, of

absolute clearness, with a pronounced bouquet of aromatic herbs and spices, skillfully combined so as to obtain an homogeneous ensemble, with a sweet flavor, ending in an agreeable aromatic and tonic-slight bitterness. Used moderately, it has a beneficial influence on the organism, in stimulating the appetite and toning the action of weak stomachs.

The first maker of Vermouth in Turin was a pastry cook and liquor retailer, having his store under the Portici di Piazza Castello, who sold his customers the Muscatel wine of Piedmont, in which he had infused some of the herbs that are identified with the preparation of this liquor.

From the outset it met with the favor of the consumers, and the demand soon grew to such size to require the preparation on a large scale, thus bringing into existence several establishments, that quickly attained commercial importance.

These supply both to a considerable home demand and to an ever-increasing export trade, showing that foreign countries alone require somewhat in the neighborhood of 173,672,000 bottles, besides 540,600 gallons, of this vinous liquor, of which the United States received last year 43,056,000 bottles and about 65,000 gallons.

There are to-day, in Turin and neighborhood, about a dozen first-class establishments engaged in this industry, some of them with plants that are small towns in themselves, where many thousands of workmen find remunerative employment.

The demand for this Italian specialty in the United States has increased wonderfully within the last twenty years, viz., from about 50,000 cases in the early nineties, to a present yearly average of over 150,000 cases.

Vermouth wine is drunk in Italy and in most foreign countries straight, as an appetizer, in the same way as in this country the cocktail is taken before dinner.

In the United States it is generally used in the preparation of mixed drinks, although foreign consumers drink it plain.

Vermouth is the genius of the cocktail, being the ingredient that, either in the Martini or the Manhattan, imparts to it the characteristic feature of the drink.

There is no doubt that the future has in store for this article as great prospects as the past has recorded successes, and that, as consumers in this country become more familiar with the use of Vermouth as a beverage to be drunk plain, which enables them to better appreciate quality, further development of its importation will be realized, especially in those brands which can challenge in the matter of excellence.

Bourbon Whisky

BY
GEORGE G. BROWN
President of Brown, Forman Company
Louisville, Kentucky

Just when the first distillery was erected in Kentucky, I cannot say, but, so far as I know, the first recorded reference to whisky was in the year 1782. This was when Captain Robert Patterson, of "Irish-Presbyterian-Covenanter stock," with a company of about forty men, started from a point in what is now Fayette County, Kentucky, to reach the Ohio River where the Kentucky River empties into it, to meet an expedition sent up the Ohio from the falls of that river (now Louisville) by General George Rogers Clark. Such an expedition at that date was not only perilous, but accomplished under great difficulties; the proper sustenance of the men being one of the problems that was encountered. On this expedition the only food provided was a small quantity of parched corn, to be supplemented by such game as the members could kill en route. In Captain Patterson's Company was a rollicking young man named Aaron Reynolds, from Bryant's Station, who, it is stated, was a very "profane, swearing man." This habit of Reynolds was extremely disagreeable to his Captain, who, after bearing with it for four days, concluded to reprove him, and, if that failed, and the profanity was persisted in, although Reynolds was very much needed on the expedition, he would be sent home. Reynolds received the reproof, but persisted in his profanity. Captain Patterson, "a judicious gentleman," concluded he would try another method for the reformation of Reynolds, and promised him that, if he would stop swearing, he would give him a quart of *whisky* when the expedition reached the Ohio River (where doubtless the liquor was obtained from the expedition sent up the river by General Clark). Reynolds accepted the conditions made by Captain Patterson, and history shows that he received the "spirits," according to promise, which he and his friends enjoyed.

There is no further record of Reynolds until a few months later when the most sanguinary battle with Indians ever fought in Kentucky occurred at the Blue Licks. A very large portion of the white men had been killed in this battle. The safety of those who escaped was due to the fleetness of their horses and the

ability of the horses to swim the river. Captain Patterson was wounded and lay exhausted on the ground, Reynolds, fleeing on horseback, saw his Captain, jumped from his horse, and insisted on Patterson taking the horse and making his escape. This Patterson was reluctant to do, as it seemed impossible that any one without a horse could possibly escape from the Indians, but Reynolds put his Captain on the horse and took his chances without it. The result was that Reynolds was captured by two Indians. He was left in charge of one of them, whom he knocked down and then made his escape. Patterson was much gratified upon meeting Reynolds, and, in reply to his question what had prompted him to be willing to probably sacrifice his own life, for his Captain, was told that it was because his Captain reproved him when he needed reproof. Reynolds became a religious man, joining the Baptist Church, and, according to tradition, became a Baptist preacher. I have dwelled upon this incident because it brings up the question in ethics as to what influence the quart bottle of whisky may have had in changing Reynolds from a habitual breaker of one of the Ten Commandments by Patterson violating the eleventh man-made "prohibition commandment," "Thou shalt not make, sell, or use an intoxicating beverage." I leave the determination of this question to my readers, for I fear I am digressing from my subject, "Bourbon Whisky."

The early settlers of Kentucky, like Noah when he had been preserved from the flood, seemed to have felt the need for an alcoholic stimulant. Therefore, it is likely that as soon as corn had begun to be grown in Kentucky some of it was converted into whisky. In the beginning, of course, this was done on a very small scale, and in a crude, primitive way, but, as the liquor distilled in this way, from corn, in the early days of Kentucky, became more and more popular, both on account of its flavor as a beverage and its beneficial effect as a stimulant, the reputation of Kentucky whisky commenced to spread beyond the borders of the State and a demand for the liquor from all the surrounding territory ensued. Thus, the distillation of whisky started by settlers of Kentucky for their own use, their families, and friends, developed into a business to meet the growing demand for what has since become Kentucky's internationally-known product. The first distilleries of the State were located on farms; most of the farms of any importance having these small stills, which were operated by unskilled men, and without much regard to science. But when the Civil War occurred in this country, a Federal tax was imposed on whisky, which required strict Governmental supervision, and, consequently, many of these small stills were abandoned, with the result that

much larger quantities of whisky have been made in distilleries erected on more scientific and economic principles than had been previously made.

The first whisky made in Kentucky was produced exclusively from corn, which was grown right on the farms where these small stills had been set up. Later, it was found that the introduction of some rye with the corn, in the mash, increased the yield of spirits produced and improved the flavor. Still later, it was found that barley, malted, further increased the yield. The fertile county of Bourbon was the largest producer of whisky in Kentucky in those early days, and it is said that the first still was erected there. The whisky made in that county became known as "Bourbon Whisky." Later, other counties became celebrated for the quantity and character of their productions of whisky, such as Nelson, Anderson, Fayette, Daviess, Marion, etc., and in Kentucky, before the Civil War, the county in which the whisky was produced became, as it were, a trade mark for all the distilleries in such county, so that, among Kentuckians, whisky was known by the county in which it was distilled. But, outside of the State of Kentucky, Bourbon County, which had been the largest producer of whisky, became the most important source of supply for the demand for the goods from without the borders of the State, and, consequently, Kentucky whisky was linked with the name of that county. Bourbon, therefore, became a generic name, as known outside of the State, to all whisky made in the whole State of Kentucky of which the largest percentage of grain, from which it was made, consisted of corn.

Kentucky, having succeeded so well in establishing a legitimate commerce with Bourbon whisky, the distillers began to manufacture other whisky with a larger percentage of rye, and sometimes with a total of rye, known as "Rye Whisky," so that for more than a quarter of a century all whisky made in Kentucky has been known as either Bourbon or Rye whisky. As indicative of the improvements made in the scientific distillation of whisky, I will cite the fact that the yield per bushel of grain of about two gallons and a quart of whisky has about doubled within the last half century. In my own experience in the business, now past forty years, I remember buying a crop of old-fashioned sour mash whisky, the yield of which was only two and one-fourth gallons per bushel. Such a small yield as this now would entail on the producer the payment of the Government tax of $1.10 per gallon on the deficiency for his failure to obtain as much spirits from each bushel of grain as the Government, after surveying the distillery, holds should be the minimum amount produced in the plant.

Much of the whisky made in Kentucky in its early history was shipped by flatboats down the Ohio and Mississippi Rivers to New Orleans. The reputation of Kentucky Bourbon whisky has grown vastly since the Civil War, until now "Old Kentucky Bourbon" is a synonymous term for "the best whisky." While Bourbon has probably become a generic name for whisky made for aging purposes where corn preponderates in its manufacture, Kentucky can never become generic except for whisky made in that State, and Kentucky naturally revolts at having whisky made outside of its borders branded as made within its borders. The high reputation of Kentucky Bourbon whisky among the finest beverages of the world is jealously regarded, and has been well earned, for, as a beverage, either when taken straight or in any of the many delightful, exhilarating mixtures in which Bourbon forms the base, or, to mention more specifically, an old-fashioned Kentucky toddy or mint julep, there is no finer drink known to man, either brewed, fermented, or distilled.

Rye Whisky

BY
A. M. HANAUER
Of Hamburger Distillery Co.
Pittsburg, Pa.

Rye whisky and wry faces do not go together. Sit down at home, at the club or cafe, and when the choice, mild, mellow, and matured rye whisky is served, you see before you the finest drink man is capable of distilling from grain. You smile in contemplation, and comprehend how the expression arose, "Give me a smile," meaning a drink, around which clusters only smile, laughter and joyousness, the good story brimful of wit and humor and laughter. One can understand why the salvation lassies get their best pickings from the lovers of rye. One recalls Bobby Burns and his sweet songs of the rye fields, taught us in childhood's happy hours. Was it not Bismarck, the greatest statesman of the nineteenth century, and himself the proprietor of a distillery, who remarked, "Beer is for women, wine for men, and rye for heroes."

In our country, with its rush and bustle and perpendicular drinking, one finds that some men do not understand the fine art of eating and drinking and living. You sometimes see such a man rush up to the bar, order a fine old rye, gulp it down, take some water, and rush out again. That is like turning somersaults in church—it is a sacrilege. Oh, no, my friend; that is not the way to do. Don't start a conflagration in your stomach and then start the fire department after it. Perpendictular drinking leads to oblique vision.

The right way is to greet King Rye with ceremony, reverence and affection, which his age, his strength, his spirit, his purity and his birth demand. Treat him right and he will see that you are treated right; abuse him and he will see that you suffer. He permits you to look into nature's mirror. The law of compensation holds fast—"whatever you do to him you do to yourself."

Sit down, my friend, and ask for a choice real old rye, a nectar fit for the gods. Pour it slowly; feast your eyes on its golden hues. Is it the golden fleece for which the argonauts of old strived? Inhale its exquisite aroma; enjoy its superb bouquet; it brings to the mind's eye the smiling rye fields, the rye waving joyously in the sun, and the troop of happy children passing through. Look again, and the liquid amber, coupled with the word Monongahela, brings remembrances of George

Washington (who also owned a distillery) and the stirring days of the whisky insurrection. Look again, and you see another of the immortals, Lincoln, selling it. Pour a little more; that is incense, indeed. See the crown of nature's beads that puts a diadem on King Rye. It is the essence of summer days concentrated in crystal. A proper palace for King Rye.

"Pick him up carefully, handle with care;
Fashioned so charmingly and debonair."

He is welcome everywhere. Take him to your heart and he warms it, cheers you, puts you in the best spirits.

So you ask me how rye whisky is made? Come with me to one of the celebrated distilleries of the Monongahela Valley; the Bridgeport distillery at South Brownsville, Pa. We will take the New York Central lines up and come down on the Pennsylvania lines, both of which pass through the distillery property, and while you are looking at the vast number of mills and iron works in this valley, that succeed one another with amazing rapidity, until we get beyond Monessen, about forty miles from Pittsburg, I will try to tell you a little about the distillation of whisky before we reach the plant; and, by the way, what a number of distilleries there are in this valley! We first pass Finch's, then Tom Moore, while Large is a little in the interior near Elizabeth, then Sunnyside, Gibson, the Hamburger Distilling Co., Thompson, Vandergrift, the two Old Gray distilleries, Emery, Lippincott, and a number of other smaller distilleries.

You know that Socrates thought the yeasting germ, the germ of life itself, and, as you are well aware, all brewing and distilling is founded on the fermentation of the liquor through the yeast germ.

Ancient Egypt had its beer, and there is no civilized country that does not have its liquor. Scientific brewing and distilling is based upon the famous researches of Pasteur. The foundation that he had has been built upon by others, so that to-day the yeasting and fermenting are scientific studies in organic chemistry, while the distillation itself is a study in alcoholmetry. If anywhere the adage holds good that "Cleanliness is next to Godliness," it is in a distillery, for the healthy yeast germ and proper fermentation can only take place where the distillery is clean and sweet, and a good yield is then made.

There is another thing that you should know before you inspect the distillery, and that is that the entire plant is bonded to the United States; that the Government inspectors have charge and supervision of everything that goes into the manufacture of whisky, and have complete charge of the warehouses and the goods until they are tax-paid.

We have now arrived, and after going through the powerhouse, with its battery of boilers and its engines and light plant,

we see cars of choice rye on the siding being emptied by conveying machinery, which carries the grain into the cleaner. It is then weighed and elevated, and from the elevators it is conveyed to the mills, where it is ground and sent to the meal hoppers. The malt is treated in the same way in separate malt mills. The hopper scale is weighed by the Government inspector, and the proper amount of rye malt dropped into the mash tub, where it is continually stirred while cooking, and after it has been cooked to the proper temperature it is cooled off, and the malt put in and cooked at a certain temperature until the cooking process is complete. Meantime the yeast has been put into the fermenting tub. The cooked grain is then run through coolers and cooled to the proper temperature and put in the fermenting tubs, where it remains not exceeding seventy-two hours. Meantime the distiller is busy taking the temperatures and making his tests, and when the saccharine matter is all out, the fermented liquor or beer is then run into a beer well, from whence it is passed into a three-chamber still, then through a doubler and run into a tank, from whence it is redistilled, sent to the cistern through closed pipes under lock and seal, and then barreled in the presence of the United States gauger, from whence it is delivered into the custody of the United States storekeeper as it is passed into the warehouses for storage and aging. The whole process is interesting, and one could stand by the hour looking at the various phases of the fermentation.

You ask me why rye is preferred to other grains. Even makers of Bourbon whiskies boast of the quantity of small grains they use, as that indicates a better quality and sweetness, and rye makes one of the sweetest whiskies it is possible to distill.

You have noticed that there is absolutely no opportunity for adulteration; that the entire process is under the argus eyes of the Government inspectors, and probably there is no line of industry that has less opportunity for mixing or adulterating than the distillation of whisky, as you have seen for yourself.

You seem surprised at the splendid buildings, the large massive warehouses heated by steam, so that there is a perpetual summer, and the goods are matured much more rapidly than in the olden times. And you also ask to see the bottling house, where bottled-in-bond goods are completed. You find it a very busy place, the Government inspectors on the look-out and the machinery busy, and the hands all intent on their work, and you find these cases being shipped in lots to all parts of the country.

One of my friends in one of the so-called prohibition States sent me the following lines:

"Drink and the world drinks with you;
Swear off, and you drink alone."

The Wines of France

PRODUCING some 2,000 different varieties of wine, the most noted Brandy distilled from wine, and various liqueurs based on wine, France stands to-day foremost among the nations as a wine country. Its vineyards are innumerable.

It has not attained this point of supremacy so easily, however, as the story of the vine in France pictures many difficulties and hardships, the vineyardists struggling against all manner of discouragement. In fact, throughout the entire history of this country, the story of wine-making is closely interwoven, and, at some of the most critical times in its history, the part played by the vine was important. Yet, strange to say, the vine was not native to France, but, according to best authority, was introduced there during the sixth century, B. C. It was with the advent of the Christian Church, however, that the planting of vineyards became universal in France, and its more glorious history then began. Indeed, the monks are largely responsible for the popularity of wine drinking, making and selling it themselves, and have given to the world some of the more popular varieties.

But, to-day, the position of France as a wine-making country is unquestioned, and this is one of the country's most important industries, and is so recognized to such an extent that the Government has become paternalistic in regard to it. For example, a law adopted December 17, 1908, established the boundaries of the region from whose grapes the wine produced is alone permitted to be called Champagne, and, during the present year, a new law has been proposed to further guarantee the origin of Champagne wine in the region whose boundaries were fixed in the former law.

The soil of France is varied in the different sections, which are known as "departments," and in each of these departments wines of entirely different character are produced. Those which are most generally and favorably known are Champagne, Sauternes, Clarets, and Burgundies. As other articles in this book are devoted to Champagne, Sauternes, and Clarets, it is unnecessary to dwell upon them at length here. The story of Champagne, however, bears out what has been said about the important part played by the Church in developing the making

of wine in France, as it was a Benedictine Monk who invented Champagne, termed by the French "Vin Mousseux." There are five arrondissements of the Department of Champagne, where Champagne grapes are grown: Chalons sur Marne, Eperney, Rheims, Sainte-Mene Hould and Vitry-le-Francois, but the right to the name of genuine French Champagne is now limited to the wine made from the grapes of Rheims and Eperney.

In general parlance, when the wine of the Champagne district is referred to, the sparkling wine is meant, yet, in this same district, still wines are made that are claimed by some to be the best in France. At one time there was quite a controversy as to whether the still wines from Champagne or Burgundy wines were the better. Of the red wines grown at Rheims, the two finest are the Rilly and Bouzy.

The Sauterne district comprises a portion of the Department of Gironde and part of the Medoc, and is called in France the Graves. The soil here consists of sand and gravel, mixed with more or less clay, so that one would hardly expect to have such luxuriant vines as produce the popular Sauterne wines. It is from another part of the Gironde, where, likewise, the soil would appear to be almost worthless, that the Medoc wines, or Clarets, as we know them, are produced.

The most famous red wines of France are those from the Burgundy district, and known by this name. The vines are grown on the Cote d' Or, which is a chain of hills averaging from 800 to 1,000 feet in height. For thirty miles the vineyards extend in one continuous row on the sides of these hills. The soil is of yellowish red, accounting for the name of the district, and Burgundy is probably the oldest wine-producing district in entire Europe. One authority gives his views of the best Burgundy wine in the following language: "In richness of flavor, and in perfume, and all the more delicate qualities of the grape, they unquestionably rank as the finest in the world."

The Department of the Pyrenees Orientales is another where vineyards in full leaf and all their beauty may be seen stretching out mile after mile, both on the level land and on the hillsides. Here, the very driest and, likewise, the sweetest of wines are made in the same neighborhood. The dry wine, known as Grenache wine, which, through a peculiar process of manufacture, partakes more of the nature of a liqueur, is laid away in cellars for many years before it is said to be really fit for use. From the same neighborhood comes Muscat wine, which is very sweet, and for the first year is like a syrup, but, after the second year, becomes clear and acquires the bouquet which has given it its reputation. Maccabeo and Malvoysie are two more liqueur wines made in this vicinity, and a large number of other wines, also grown in this department, are classified under the name of Rousillion wines.

According to an old narrative, on the left border of the

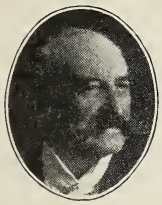
Rhone, in the commune of Tain, one of the Queen's courtiers, in the year 1225, wishing to leave court life, built himself a retreat on an isolated hill. It became known as his hermitage, and he experimented with wine-making there with great success. This is where the world was given the wines that have since become celebrated as the Hermitage wines. The vineyards, though small, produce wines of such rare excellence that their fame has spread wherever wine is drunk. Both red and white wines are made here, but the white wine is the best and the one that has acquired fame.

The wines specifically mentioned above constitute the classes of the best known of the many different kinds that are produced in France, but, as already stated, other beverages made from wine have added to the greatness of the industry in this country. In the year 1313, the art of distillation was introduced in France, and, being especially adopted in the Champagne district, resulted in the production of wine Brandy, which has become more known under the term of Cognac. This name was applied because most of the Brandy was distilled in the city of Cognac, in the Department of Charente, but, contrary to some popular belief, Cognac Brandy is not distilled from the sparkling wine known as Champagne, but is made from the wines produced in the Campagne district.

Liqueurs and Cordials are made from wines distilled or blended with various herbs and plants. Here, again, the monks were the originators, and to them the world is indebted for the production of those Cordials that are to-day so popular, and whose manufacture has developed into a large industry. The art of making the different Liqueurs was closely guarded in the cloisters where they were originally made, and the processes have always been regarded as a valuable secret, as for each Cordial different roots and herbs are required, and there must be a minute knowledge of the preparation of them, the right quantities to use, and the proper methods of distillation. The exact processes were kept within the bounds of the cloisters, and only made known to the new recruits among the monks, themselves. This was the history of that most famous of French Liqueurs, Chartruese, which was originally made by the Carthusian Monks in their monastery near Grenoble. But, during the recent troubles of the monks, when they were ordered out of France, they sold their secret for an immense sum, and the Liqueurs such as they manufactured are now being made by a private company in France, although recently the monks have denied their right to the use of the name Chartruese. But withal, with the advance of science and chemistry, most of the secrets of the monks in the distillation of various Liqueurs have become known, and these delightful beverages are now being manufactured equally as well by regular business concerns.

Sauternes

BY
ALBERT M. HIRSCHFELD
New York



The White Wines of France are known under the name of "Sauternes," and are grown in the Department of the Gironde.

The vineyards are situated chiefly on the left bank of the River Garonne, some miles south of the city of Bordeaux, from whence these wines are exported to all parts of the world.

The favorable situation of the vineyards, which are exposed to the direct rays of the sun, cause the grapes to grow to a high degree of maturity; and, besides this advantage, the soil is peculiarly suited, it being composed partly of white clay and of a generally sandy nature.

Besides these natural advantages, great care is exercised in the cultivation of the vine plants and the manner of vintaging, which, in its method, is peculiar to this district.

Some of the principal towns around which the best specimens of wines are obtained, and from which they derive their distinctive names, are: Cerons, Barsac, Fargues, Preignac, Sauterne, Bommes, etc.; also around the Chateaux of Yquem, Vigneau, Suduiraut, La Tour Blanche, Rabaud, La Passonne Cadillac, Grand Perrot, St. Croix du Mont, Chateau Ferrand, etc. The wines grown around these Chateaux are considered the finest specimens of *high-class Sauternes.*

The proprietors of these Chateaux bottle the finer qualities of good vintages in their own cellars and affix their own labels and coat-of-arms, and thus as "Chateaux Bottled Wines" give a degree of authenticity and of undoubted quality, which command high prices in every market.

It is doubtless due to the hilly situation of the vineyards and the care bestowed on their cultivation that the grapes from which Sauternes are made are superior to many others; the care, also, with which they are gathered and pressed gives the peculiar excellence, both in flavor and aroma, for which these wines are famous.

The grapes are allowed to "over-ripen," and the bunches form a kind of "fermentation fungus," and to this is ascribed the peculiar and delicious bouquet, and the exquisite bright golden color of the wine.

Much time and money is thus expended on the vintaging

of the grapes, as every bunch has to be carefully examined, and unless it is found perfect in every respect, it is not used for the finer qualities.

It has been computed that the average expense of cultivation is from 250 to 300 francs per hundred (twenty-four dozen), it cannot, therefore, be wondered at that genuine Sauternes cannot be obtained as cheaply as some of the Red Wines of France.

In classifying Sauternes, it is undoubtedly a fact that the wines of the Chateau d'Yquem, Chateau La Tour Blanche, Chateau Vigneau, Chateau Rabaud, and Chateau Suduiraut take the foremost rank, and, next to these in the order given, come the Haut Sauternes, Sauternes, Barsac and Graves.

All Sauternes are sweet or sweetish in character, but the excess of sweetness disappears considerably with a few years of "bottle age."

As "table wines," Sauternes are eminently suitable. They are delicate in flavor and stimulate the appetite. In alcoholic strength they are far below Sherries, but they are, nevertheless, exhilarating and sustaining.

They are especially suitable to be served with oysters and fish.

In order to preserve their full aroma, Sauternes, and especially the finer qualities, should not be "iced;" a medium temperature will be sufficient to preserve all their characteristics.

As "dessert wines" they are simply perfect. A glass or two of high-class "vintage" Sauterne at the end of a meal will not only aid digestion, but will warm the whole system and diffuse a feeling of lightness and of comfort.

From a medicinal standpoint, the white wines of France rank foremost. For dyspepsia they are invaluable. White wines contain less tannin, tartrates and iron than red wines, but more acetic ether. Whilst containing the same quantity of alcohol as the red wines, their action is more "heady" and more exhilarating.

For obesity, especially, and affections of the liver, they are most emphatically efficacious.

The sweeter Sauternes, Chateau La Tour Blanche, Yquem, Rabaud, Vigneau, etc., possessing a greater alcoholic strength, will be found most beneficial in cases of exhaustion, nervous prostration, hemorrhage, and in all cases of mental or bodily fatigue.

As dessert wines they are not only delicious, but they greatly aid the digestion and impart a cheerful glow to the system.

For further medical evidence regarding Sauternes, I quote Dr. Mauriac, of Bordeaux. He says in one of his works:

"The great Sauternes white wines, which are of a relatively high alcoholic strength, are both tonic and stimulating; consumed moderately, they are invaluable to convalescents after a severe illness, or when it is necessary to revive an organism extenuated by high fever, hemorrhage, or long fatigue. They are perfect as dessert wines, and one or two glasses at the end of a meal facilitate digestion and provoke gaiety."

In short, as a French poet has it:

"Un rayon de soleil concentre dans un verre."

Or, "A concentrated ray of sunshine in a wine glass."

Clarets

BY
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The poets of all generations have eulogized the clarets of the Gironde; even Ausone, the famous poet of the fourth century, has idolized them in his poems.

The clarets of Gascogne, amongst which the clarets of Bordeaux occupied a prominent place, enjoyed, in the year 1302, a firm reputation in the London markets.

Although, in the middle of the sixteenth century, the consumption of the clarets derived from Spain and Portugal increased to an alarming degree in the London market, yet it was impossible to dethrone the French clarets, which, through their exquisite taste, quality and bouquet, maintained their superiority above all others, and gradually obtained a world-wide reputation. A prominent Ambassador of France, speaking of the coining of English sovereigns in London, at that time stated that most of this precious metal would find its way into France through the enormous sales of French clarets from Gascogne; and we find in a manuscript given out by the Mercantile Association of Bordeaux, in the year 1730, that the clarets shipped from Bordeaux annually attained the stupendous figure of 70,000 tons, principally sold to England, Holland, Sweden, Denmark and America.

The production of clarets in France increased to such an alarming degree that the venerable Minister Montesquieu induced the farmers to destroy their vines and turn over their fields to the production of wheat or other cereals. In 1787 the Bureau of Commerce in Bordeaux published that the annual average crops of claret of Gironde attained the enormous figure of 200,000 tons, valued at the exorbitant amount of 510,000,000 francs.

Similar to the soil of Havana, particularly adapted to the growing of tobacco, the same can be applied to the Department of Gironde, known under the name of Clarets of Bordeaux.

This territory, comprising about 1,000,000 acres, produces the famous St. Estephe, St. Emilion, St. Julien, Pauillac, Sauvignon, and the white wines Le Sauvignon, Le Semilion and Vigneau.

Among the most known brands, let us not forget Chateau

Margaux, Chateau Lafite, Chateau Latour, Mouton, and many others which have attained a world-wide reputation; and last, but not least, the Chateau Yquem, king of all white wines.

Notwithstanding the fact that the wine producers and prominent chemists in California have done their utmost to imitate as nearly as possible the French clarets, it has been of no avail. Therefore, the French clarets will always stand at the zenith of fame, glory and reputation, from whence no competition will ever dethrone them.

A Short History of Champagne

BY
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Sandusky, O.

As Champagne is without doubt the king of all beverages de luxe, it is very appropriate to give in the columns of "Beverages de Luxe" a short but authentic history of its origin and the process of producing the sparkling wine.

It originated in France in the small Department de La Champagne, hence its name, which has long since become a generic name and used everywhere that human brain and ingenuity has penetrated. The first wines made in the Department de La Champagne of France were still wines, and their first production and introduction of the vines are lost in the midst of antiquity, as the wines of Southern France were celebrated even before the Christian Era, many centuries before wines were ever made in the province of Champagne.

The date of the first growing of grapes in Champagne was about 282 A. D., and their growth and production of wine increased in spite of hardship, ignorance, fire and warfare to great proportions, until about the sixteenth century. The industry then being so important, a more careful study was made thereof, and the producers and makers began to notice a natural tendency of the wines of Champagne to effervesce; in fact, it was difficult to overcome this fact and avoid losing some entirely; but it remained for Dom Perignon, a Benedictine Monk, whether by accident or diligent study, to really discover the process of producing sparkling wine. This was in 1670 at Hautvillers. He also contrived the idea of marrying or blending wines of various sections and qualities in order to make a first-class cuvee, or blend.

It was also Perignon who originated the flute, at that time the proper glass to drink it from, in order, as he said, "To watch the dance of the sparkling atoms." Now we have the more appropriate low, hollow-stemmed Champagne glass.

The reputation was soon established, and the demand for the sparkling class of wines of the Champagne increased by leaps and bounds; and as the production of the sparkling wines was limited entirely to the province of Champagne, and the demand spread all over Europe and the civilized world, the still wines became practically obsolete, and any wines coming from

there were generally supposed to be sparkling. Gradually, however, other provinces and countries began to produce sparkling wines, and became known to everybody as Champagne, whether made in Bordeaux or Borgougne province, or America, Germany, Italy or Austria.

At the same time, the original houses were growing in size rapidly and continuously, and their capacities grew until now some of the large houses of France have stocks of 13,000,000 bottles. Thirteen millions is easily said, but when one stops to realize what enormous space 1,000,000 bottles will require, and then multiply it by thirteen, same seems almost an absurdity, especially when the elaborate process and long time it requires is taken into consideration.

We have also cellars in America with capacities of from 500,000 to 2,000,000, all made on the same process, and with the same elaborate care. None but the choicest of grapes are used, and only from selected locations. When the vintage season arrives they are hauled to the winery, where they are pressed and the juice run off into large casks to ferment. So far the process has been very simple, but now the Champagne expert gets in his work and intelligence, blending the various juices, so as to make one cuvee, or homogeneous mass, perfect in taste, color, acidity and bouquet. After the cuvee is made it is ready for bottling, where the second fermentation takes place. When fermented they are lowered into the cellars to cool off and ripen.

The ripening period usually takes two and one-half to three years, after which time the now Champagne can be put on the market if necessary, but the first-class cellars rarely attempt to put their brands out before four or five years. When the wine is bottle ripe it is put on tables "surpointe;" that is, the bottles are all neck down. After it has reposed on the tables for twenty-four hours the "remeuer" proceeds with his daily operation of handling each bottle by giving it a rotary shake for two to six weeks, at the end of which time the wine is supposed to be crystal clear, the sediment formed by fermentation having been worked down to the cork.

The next operation is the disgorging or taking out the sediment. This is done neatly, easily, and with little loss of wine or sparkle by experienced men, and the syrup is then added. Before adding any syrup the wine is tart and is called "Brut," meaning raw. The amount of syrup added usually designates the grade thereof, under the names Sweet, Medium, Extra Dry or Special Dry, etc. The bottle is then recorked with a new and expensive finishing cork, which is fastened down by means of a pronged wire, and the bottle is then ready for the packing room, where it is again piled up for a week or so to repose and assimilate.

When needed for market, each bottle is examined with

candle light, same as candling eggs, to separate the defective bottles. The defective bottles are those from which the sediment has not completely disappeared, or with pieces of cork, etc. After this process the bottles are ready to be dressed up for market with a fancy cap or foil, handsome labels, and wrapped in neat tissue paper, to be cased up in cases of twelve bottles or twenty-four half bottles, and usually sell at $12.00 and $14.00 per case, up to $22.00 and $24.00 per case. One Ohio firm commanding the price of $22.00 and $24.00 per case for one of their brands, and $14.00 and $16.00 for another.

American Champagnes or sparkling wines are coming to the front very rapidly, owing to many reasons, viz: American push and enterprise; the American article has a natural bouquet of its own, given it by the grape, and not added as in the imported article; the effervescense is superior, and the methods used are identical; and last, but not least, the difference in price at which the two articles are sold. The imported article costs no more to produce than the home product, but with $9.60 duty added, $2.00 consular fees, $1.00 transportation, and $10.00 at least added by the lavish way in which they are boomed, plus the original cost of $9.00 per case for twenty-four half bottles, and the amount of $31.60 is completed, about the average cost of the imported article.

The above short perusal on the production of Champagne covers it in general, but the fact must not be overlooked that the real work occupies a space of time of two and one-half to three years, and each bottle is handled from 160 to 240 times, and has been under the diligent care of careful supervision continually; and the easiest and most pleasing operation is the last, that of popping the cork to the ceiling, and toasting all your friends to a long life and a merry one.

Sherry

BY
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Vinos de Jerez (Xerez old style), Jerez wine, pronounced Hehreth, was found impossible to the early English tongue, and was corrupted to Sherris, afterwards Sherry, and is now known as Sherry wine.

Nowhere else can Sherry be produced but in the white chalky soil of the hills, in a triangular district, marked by the cities of Jerez, Port St. Mary's, and Sanlucar, province of Cadiz, South Spain. Here it has been grown for centuries, although, as happened in the Bordeaux and in other districts, the vineyards of the Jerez district were almost entirely destroyed by Phyloxera, they have been replanted to a great extent, and are again producing exactly the same wine. When the vines were destroyed, the vineyard proprietors were confronted with a very grave situation; replanting was an expensive operation; stocks had to be secured whose roots would withstand the attack of Phyloxera, and grafts from the old vines employed. It was a question whether the same wine would be produced. This has been settled satisfactorily, but only a portion of the vineyards, less than one-half, have been replanted; so that, where the hills ten years ago were covered with a mantle of green, now more than half appears glistening white in the hot sunshine.

Some thirty years ago the old Spanish family of Sancho, proprietors for many years of the celebrated Vineyard El Caribe, which produces Amontillado Don Quixote, sent by request to California cuttings from their best and most vigorous vines; these were grafted, and the result was in every case a beautiful vine, but in no case was the wine similar in any way to Sherry. This experiment, with the more recent one of replanting in Spain, goes to prove that it is soil and climate more than anything else which is responsible for the peculiar flavor and bouquet of wines from certain districts, which makes their superiority and renown.

There is no secret process, nor, as is the common belief, is Sherry made in a different way from that employed in making other wines. After the grapes are pressed at the vineyard house the juice (Mosto) is pumped into large casks, which are

carried on bullock carts, generally at night, to the Bodegas (large stone overground cellars) at Jerez de la Frontera, Port St. Mary, or Sanlucar. Here the Mosto goes through the process of fermentation, where the saccharine matter is changed to alcohol and carbonic acid gas, the latter going free, while the alcoholic strength increases in the Mosto, until it reaches the point where it kills further fermentation, leaving some saccharine unfermented, or where all the saccharine has been transformed. The wine is then drawn off, and is aged like other wines, but, unlike other wines, which are kept in dark underground cellars, the Spanish Bodegas are large stone buildings, with many windows and openings, giving plenty of light and sunshine and a free circulation of air.

Sherry is now used in medicinal compounds, in combination, more than any other wine; but why lessen its strength-giving powers by combination? The fact that from the time the grapes are ripened on the high sunny hills until the wine is bottled, Sherry is always surrounded by pure air and sunshine, should be considered by the medical profession, and the strengthening powers of old Amontillado should be more widely known and appreciated. The longevity of the inhabitants of Andalucia is well known. There is an old tale of an Archbishop of Seville who lived to be one hundred and twenty-five years old, and always drank half a bottle of Amontillado at dinner; but on the days he was not feeling just right, he braced up with two bottles.

There are a number of varieties of white grapes used in making Sherry, and consequently a number of different styles of Sherry; but Sherry is classified under two grand divisions: Finos and Jerezanos.

Finos are the pale, Jerezanos the darker wines. Finos are sub-divided into Vino de Pasto, Palo Cortado, Palma and Amontillado. Jerezanos are sub-divided into I. Raya, II. Raya, III. Raya. I. Raya's are aged and become Oloroso or Amoroso. II. Raya's and III. Raya's are either mixed with the cheap wines of the plains or distilled.

This classification is made by the Almacenista (the merchant who buys from the grower and ages Sherry, keeping the vintages separate as Anadas), or by his Capataz (head cellar man), and it must be made correctly, or the consequent loss may be enormous. The difficulty can be somewhat imagined when one understands that two Bodega Butts, lying side by side, containing wines from the same vintage, will develop differently; one will be Fino, the other Jerezano. This phenomenon cannot be explained, but it is a fact.

Although the vineyard proprietors, almost without exception, were, and still are, Spaniards, the shipping of the wines

was entirely in the hands of Englishmen who had settled in Spain, and for that reason, shipping values are expressed in pounds sterling; but conditions are changing, and the vineyard proprietors are gradually becoming shippers of their own wines.

Taking the Sherry shippers and their Capitaces as a class, ten per cent. are moderate drinkers or abstainers; ninety per cent. are good, generous drinkers; the death rate shows ten per cent. die under seventy, ninety per cent. live to be seventy or over, and of the latter, fifteen per cent. reach the ripe old age of ninety years. From this one can understand why Sherry is named in Andalucia "la leche de los viejos"—the milk for the aged.

That Sherry is becoming more popular as a beverage here in the United States can be seen by the increase in the number of gallons imported each year, as shown by United States customs statistics. This is due, in a great measure, to the fact that Amontillado bottled in Spain has been introduced to the American consumer at the clubs, at the hotel bars, and at the cafes in its native purity. A glass of Amontillado, with or without bitters, is beginning to appeal to the American taste as an appetizer. At dinner Amontillado is served with the soup, the glasses are refilled during the fish course, and frequently are only removed when the roast appears. In the kitchen, the chef, when preparing shellfish or terrapin, would be at a loss without Sherry. In fact, for the educated taste, there is no wine like Sherry, and, of all wines, Sherry is most useful for all purposes.

Port Wine

THIS magnificent wine is made in the celebrated vineyards of the Upper Douro, a mountainous region in the north of Portugal, some sixty miles up the River Douro from Oporto. Here, on the slopes of the hills, the vines are grown and the wine is made, and, when ready, sent down the river by boat, or by rail, to mature in the "lodges" or stores of the wine shippers at Villa Nova de Gaia, Oporto.

Great Britain is by far the largest consumer of Port Wine, and was in the past practically the only consumer. Perhaps the favorite type of Port is still the Vintage Wine, i. e., a wine shipped two or three years after it is made, and then matured in bottles many years; and this to an Englishman of the old school is "real Port." For the last twenty years, however, Tawny Ports have become increasingly popular, largely owing to the recommendation of the medical profession, who consider that this type of wine is more digestible and less provocative of gout. "Tawny Port" is a Port Wine which has been matured in the cask for many years and has lost color, i. e., become "Tawny," and is in flavor and body quite distinct from a wine matured in bottle. A large quantity of Port is consumed in Russia, Germany, Scandinavia and Brazil. In Russia "White Ports" (made from white grapes) is very popular, while in Germany and Scandinavia the taste runs to Tawny Wines. Brazil also consumes a fair quantity, but it is of a very light type, and is not shipped there by the English houses.

In the United States of America there is a growing demand for Port, especially for the fine Tawny Wines. There is very little doubt that this type of wine will steadily grow in favor in the United States.

On German Wines

BY
PHILIP HOLLENBACH
Pres. Phil. Hollenbach Co.
Louisville, Ky.

To know how to drink wine belongs only to a cultivated taste; to know how to tempt guests to indulge in it with pleasure belongs only to the host gifted with rare tact and artistic discrimination.

A painting from the hand of a master must be placed in a favorable light and with appropriate surroundings to set off its excellence; the most beautiful woman despises not the act of enhancing her charms by harmonious auxiliaries or by judicious contrasts.

Since time immemorial the poets of all nations have been inspired to sing the fame of German wine. The old bards knew full well the delicious bringer of heavenly bliss to the poor earth-chained being known as the species "homo sapiens."

One of our greatest poets, Henry Wadsworth Longfellow, sings of the vintage of 1811, which he found in a convent cellar, thus:

"And whenever a goblet thereof I drain,
The old rhyme keeps running in my brain:
At Bacharach on the Rhine,
At Hochheim on the Main,
And at Wurzburg on the Stein,
Grow the three best kinds of wine."

Mathias Claudius, the renowned German poet, says:

"The Rhine, the Rhine—there grow the gay plantations!
O hallowed be the Rhine!
Upon his banks are brewed the rich potations
Of this consoling wine."

The Rivers Rhine, Moselle, Neckar, Ahr, Main, Nahe, are bordered with vineyards, whence the golden juice of the grapes comes to enjoy the heart of man.

Pure wine is a tonic—nature's tonic. Its low percentage of alcohol renders it at once the most expedient and the most wholesome drink that can be used. It is a gift of Nature—the Great Creator. But, alas! not every year that rolls by does bring us this delicious fluid.

The quality, as well as quantity, of wine differs to a great

extent, due to meteorological effects and to herbivorous vermin which tend to destroy the fruit of man's labor.

The last century gave us some very fine vintages, amongst which the years 1811, 1834, 1865 and 1893 were excellent in quality and quantity. The last five or six years have yielded hardly any crop at all, and were almost a total failure.

Rich old wines were nursed with great skill in the German cities by the employees of the city council and were dispensed in the council cellar in olden times. Yea, wine had the quality of being used as currency, and fines on miscreants were imposed in such a way that the culprit had to pay one or more ohms of wine of a certain vintage.

To-day almost every German city has a Rathskeller (council cellar) situated in the basement of the city hall, and there the wine, in goblets of crystal, causes often the partakers of a feast to sing with Mathias Claudius:

"Drink to the Rhine! And every coming morrow
Be mirth and music thine!
And when we meet a child of care and sorrow,
We'll send him to the Rhine."

New England Rum

BY
FREDERIC L. FELTON
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Any account of beverages de luxe would be incomplete without some reference to the distillation of Rum, an industry which dates back to the early days of the colonies, and which has continued with the usual variations down to the present date. One of the first points, of course, is to disabuse the mind of the reader of any idea which he may have that this refers to Rum in the extremely broad and general sense in which the word is used by nearly all of the anti-liquor element, as well as by some who are in the habit of using stimulants. It is a common thing in even the best journals to see references such as "Rum did it," or "The Rum element," the terms being meant to cover everything alcoholic. As a matter of fact, the production of Rum in this country is about one and one-half per cent. of the total production of strong alcoholic liquors, and the actual use of Rum as a beverage is still smaller proportionately.

Many articles and chapters have been written on the beginning of the manufacture of Rum, as well as the derivation of the word itself. As to the exact period when the distillation of a potable liquor from molasses began, it is probably practically coeval with the beginning of the manufacture of the cane sugar itself. According to a paper on the etymology of the word "Rum," written for private circulation some years ago by N. Darnell Davis, who at that time occupied an important official position in the colony of British Guiana, Rum was first distilled from the juice of the sugar cane in Barbadoes about the year 1640 or 1645, and the name the planters of the colony gave to the new liquor was "kill devil." At a comparatively early period it was called "Rum-bullion," a word which expressed the idea of a great quarrel or tumult.

In the library of Trinity College, Dublin, there is a manuscript containing a description of Barbadoes about the year 1651. The writer refers to the new spirit as follows: "The chief fuddling they make in the island is Rum-bullion, alias Kill Divill, and this is made of sugar canes distilled, a hot, hellish, and terrible liquor."

Mr. Davis thinks that it was about the year 1660 that Rum-bullion was clipped of two of its syllables, but the first mention

of the abridged word in any public document in Barbadoes appears to have been in an act passed in 1668 to prevent the sale of both brandy and rum in the tippling houses near the most frequented highways or roads of the island. The word "Rum," however, occurs in certain orders of the Government and council of Jamaica as early as 1661.

As to the exact date of the beginning of this industry in the United States, Rum appears to have been manufactured in New England before 1687, as "New England Rum" sold in that year at 1s. 6d. per gallon, which is practically to-day's wholesale price for New Rum, not including the internal revenue tax.

In the old days of this country many of the best men of the town of Boston, in addition to being great ship owners, were distillers of New England Rum, those two industries being put down in the history of the times as two of the most important in Boston, and the commodity itself was not only used as a staple for family consumption and as a cheering adjunct to official and social events, as the laying of corner stones of public buildings and the building of churches, but was early used as one of the great instruments in assisting to civilize and christianize our black brothers in Africa. During all of the time since, the distillation of Rum has been confined almost entirely to New England, all the Rum made in this country, in fact, having come to bear the distinctive name, "New England Rum," as being different from the imported article.

The Rum of domestic use to-day, which has been aged for many years in the wood, is very different from the "hot, hellish, and terrible liquor" above referred to. Much care is taken by those distillers making a specialty of fine old Rum in the selection of their molasses, the fermentation and distillation, as well as in the selection of the barrel and storage in which it is kept. Both as an art and an industry, the business of distilling Rum has remained, as a sort of heirloom, through successive generations in some of our oldest and most respectable New England families, who have taken pride and pains in bringing it up to the highest attainable standard of perfection.

The general tendency noticeable in other lines of business, too numerous to specify individually, toward consolidation, or at least towards fewer and larger manufacturing plants, has applied as well to the manufacture of New England Rum, and while in 1753 there were sixty-three distilleries in Massachusetts, and fifty years ago perhaps thirty small distilleries scattered along the New England coast from New Haven to Portland, there are to-day but eight in the United States, all but one of those being located in New England, and only two outside of Massachusetts.

While, during the past thirty years, there has been an increase of about 125 per cent. in the production of distilled

spirits in general, there has been practically no increase in the production of Rum.

The maximum production of Rum reached 2,439,301 in the fiscal year ending June 30, 1880.

The manufacture of Rum has not kept pace with the increase in population. This is due to the fact that drinking, like other things, including architecture and clothes, has its styles, varying from time to time, sometimes for good reasons, sometimes for none.

For many years during the early history of the country, Rum, which is made only from molasses, was practically the only strong liquor in use, as nearly all grain in the country was consumed as food.

American (Rye and Bourbon) whisky, the products of grain, may be said to have come in style about the time of the Civil War, although George Washington made some at Mount Vernon, and there was considerable distillation throughout the South, its consumption increasing gradually for many years, it taking the place formerly occupied by Rum as a national beverage. Fifteen or more years ago Scotch whisky began an increasing popularity, and in the same way, although perhaps in a lesser degree, there has been during the past two or three years an increasing demand for fine old Rum.

Another reason for the lack of growth of the Rum industry is found in the fact that alcohol for medicinal and manufacturing purposes can be generally more cheaply produced from grain than from molasses. But many old-fashioned people and good judges of liquor still adhere to the use of our forefathers' favorite drink.

It is evident that the actual production in gallons having remained about the same, and the number of distilleries having decreased, those distilleries now in existence, or some of them, at least, must be of much larger capacity than those of the early days. The largest Rum distilleries now in operation are located within the Boston Metropolitan district, one of them alone having a capacity of more than 1,500,000 gallons per annum. Some of them, however, still remain practically unchanged from our grandfathers' days.

In financial standing and in good reputation of those engaged in it, this industry compares favorably to-day as it did in its beginning with any other in the country.

A Bottle of English Beer

By
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New York

EXCELLENT in itself as Beer may be, it likewise has a pedigree to be proud of. Credit is given for the invention of brewing to an ancient king of Egypt—Osiris by name. Be this as it may, abundant records of Beer are still found upon the Great Pyramid—mostly, however, as "empties."

Both the Greeks and the Gauls had a decided partiality for Beer, which is mentioned by Socrates B. C. 420, as well as by other ancient writers. Such facts lead us to speculate whether the brewing of Beer may not be a natural instinct implanted within the human breast.

Later on, brewers increased and multiplied, and became great ones of the earth and mighty. Their Beer has always played an important, if unseen, part in British history. Thus, for instance, when England was like to become a Spanish dependency, the valiant Drake declared that he must be supplied liberally with Beer, if he was to crush the Armada. He got it, and he did it! No more, however, need be said to prove the antiquity and the worth of Malt Liquor. Like the equator, therefore, Beer is not to be spoken of disrespectfully.

The use of hops, which impart keeping properties to Beer, was not discovered until the sixteenth century, if we are to believe the couplet:

> "Hops, Reformation and Beer
> Came into England all in one year."

Since then the three B's—Beef, Beer and the Bible—have become established articles of faith in Britain.

The greatest brewing center in England, or, indeed, in the world, is situated at Burton-on-Trent, where Messrs. Bass & Co. stand conspicuous among an array of competitors. The prosperity of Burton-on-Trent of late years has been remarkable. This is owing to the increasing popular taste for a lighter beverage than the potent strong Beers of the past generation, and to the peculiar suitability of Burton water for the production of delicately-flavored Ales.

Burton-on-Trent lies in a basin of marl and gypsum which strongly impregnate the water collected in the brewery wells.

The water is, therefore, very "hard," and this, as we shall see, is of great benefit.

Good water is indispensable to good brewing, but absolutely pure water (oxide of hydrogen) is never met with in nature. Its solvent properties are so great that it dissolves more or less of most substances with which it comes in contact. The smallest trace of organic matter renders it utterly unfit for brewing purposes; no matter how bright and sparkling it may appear to the eye, such water will not "keep," and therefore the Beer which might be brewed from it would not keep either.

"Hard" water is suitable only for Ale, not for Stout. It is this simple fact, and not mere caprice, which has singled out Dublin as the more appropriate birthplace for Stout.

"Soft" water extracts more from the malt than is desired by the brewers of Ale, while the hard Burton water has less affinity for the albuminous principles contained in the malt. Much in the same way when peas are boiled in soft water they are reduced to pulp, but if boiled in hard water their outside skin is toughened, and they retain their individual shape.

It is frequently supposed that the water used for brewing at Burton is taken from the River Trent. This, of course, is a mistake—it is drawn from wells. The demands made by brewers upon these wells of late years have sometimes severely taxed their resources, and the spring water is now used only for conversion into Ale.

But we must not linger over the crystal water, fresh from its rock depths, for we have to visit the maltings. These great detached buildings stretch in a long and uniform line as far as the eye can carry, and they are used exclusively for the purpose of converting the barley into malt, which must be done ere it is fit for brewing.

The grain best suited to brewing Beer is barley, and much depends on the character of the soil that grows it, as well as on the dryness or wetness of the season.

It is not every kind of barley that will make good malt, and great is the care and zeal exercised at Burton to obtain the very choicest and most suitable growths, no matter whether they be from the United Kingdom or abroad.

The operation of malting is performed as follows: The barley is first placed in shallow cisterns, where it is steeped in water, and afterwards spread out to the depth of a few inches on large drying floors.

It quickly gets warm of its own accord, and under the combined influence of warmth and moisture it soon begins to sprout. When this has proceeded a certain length it is dried by the kiln, which, of course, stops further germination, and,

wherein the original insoluble starch of the grain has, by Nature's own magic, been converted into soluble malt-sugar.

If dried at a low temperature it is "Pale Malt," from which Pale Ale is brewed; but if roasted at a greater heat it is partially carbonized, and becomes "Brown Malt," suitable for brewing Stout.

This is the only reason for the difference in color between Ale and Stout.

The brewer crushes the malt between heavy rollers to break the husk, and the malt-meal is then thoroughly mixed with warm water in the mashtun by a ferocious instrument called a "porcupine." The malt is finally exhausted by a huge overgrown watering pot, termed a sparger. It has long revolving arms, and as the water descends in a gentle shower it carries with it what remains soluble in the malt, and the "grains" only, corresponding with the tea-leaves in the pot, are left behind. The resulting liquor, now called "wort," is then strained off and transferred into coppers, where it is boiled for several hours with the hops.

After sufficient boiling the wort is rapidly cooled in refrigerators containing long coils of pipes, through which a stream of cold water continually runs.

The cooled wort is still not a bit like Beer. Even a teetotaler might drink of this particularly nasty and mawkish fluid if he could bring himself to do so, for thus far it contains no alcohol; this can be produced only by the agency of fermentation.

Fermentation is started by inoculating the wort with pure yeast. Yeast is a vegetable organism, consisting of myriads of microscopic cells or globules, which rapidly multiply in the "wort" at the expense of certain of its constituents; and these minute cells are endowed with the marvelous power of elaborating alcohol, or, in other words, of transforming the dull and lifeless wort into sparkling Ale.

The newly-born Pale Ale is then racked into casks and stored away in vast quantities that certainly look sufficient to meet any demand, but which rapidly melt away as the thirsty season comes on.

Beer reserved for export bottling is brewed from the choicest materials. It is, indeed, an altogether superior quality, and is priced accordingly.

The Troubles of Absinthe

BY
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People on this side of the Atlantic Ocean find it hard to understand the crusade that has been waged in Europe against the manufacture and sale of Absinthe, most likely because, in the United States, the article is only consumed in a moderate way, by reason of its tonic and rejuvenating effect on systems that are run down, tired, or that need a wholesome stimulant. The opposition which arose against the beverage in France and Switzerland within the past five years is generally regarded as being resultant from the old trouble of abuse as against rational use. The countries mentioned have in the past been among the largest distillers of the tonic, and, strange to say, it is mainly within their confines that there is any protest of consequence against the article, which, beyond doubt, has been "more sinned against than sinning," on account of much that has been written against it in prose and poetry. The pace was set in this respect by Marie Corelli's highly sensational and wierd romance entitled "Wormwood." Since that unsavory piece of literature, with its fantastic and wildly imaginative pictures of the mental and physical conditions generally following the use, and, of course, the abuse, of Absinthe, first saw the light, all kinds of writers have toyed with it, and with about the same degree of avidity and unction that a playwright takes up the subjects of love or matrimony, whereby to bring forward some newly discovered phase of an old subject. All this sort of thing has sure enough hurt the manufacture, sale and consumption of as honest and well-meaning a product as was ever distilled. It survives much abuse, although many an ink-slinger has proclaimed its epitaph. It is no purpose of this writer to either eulogize or to condemn, but simply to freshen the mind of the reader concerning an article in the wine and spirit trade that may be truthfully said to have had a chequered history, and presented as much opportunity for the use of printers' ink as almost anything on, at least, the list of modern beverages. I say modern, because I believe the first reliable data we have concerning Absinthe goes back no further than to the time of the campaigns following the death of Napoleon I., when French soldiers came across the wormwood herb in Algiers (1832-47), and there and then discovered its tonic and aromatic effects, when they much needed something to restore their shattered health.

As to the history of the herb wormwood of itself, one

writer, in traducing Absinthe, points out that it is twice referred to in the Revelations of St. John, and quotes the following:

"And the third angel sounded his trumpet, and there fell a great star from the heavens, burning like a lamp, and it fell upon a third part of the rivers and upon the fountains of waters. And the name of the star is called Wormwood, and the third part of the waters became Wormwood, and many men died of the waters because they were made bitter."

However correct this quotation may be, the alleged "revelations" of Miss Corelli embody the worst abuse that has ever been heaped upon Absinthe. It came into vogue as a febrifuge or cure for fever, and in this way by easy stages to Paris, and there became a popular drink on the Boulevards, where the five o'clock gossip hour at the cafes came to be known as "the hour of Absinthe." Thereafter the manufacture of the article developed into an extensive industry in France and Switzerland. It is classified as a liqueur or aromatized spirit, prepared by pounding the leaves and flowering tops of various species of wormwood with angelica root, sweet flag root, the leaves of dittany of Crete, star-anise fruit and other aromatics, and mascerating these in alcohol. After soaking for about eight days the compound is distilled, yielding an emerald-colored liquor, to which a proportion of an essential oil, usually that of anise, is added. An American authority includes in his recipe vermouth, small fennel, coriander, angel sweet root, liquorice, calamus, bitter almonds, small leaves of vermouth, peppermint leaves, camilles and juniper, and gives from three to four weeks as the distilling period.

There are four ways of serving the drink, and possibly more, but these are known best: Absinthe Cocktail, Absinthe Frappe, Absinthe a la Parisienne, and Absinthe aux Dieux.

This brief narrative is perhaps interesting at this time, because the law prohibiting the manufacture of Absinthe, following one already existing prohibiting its sale, became effective in Switzerland last October. This was voted upon by referendum nearly two years ago. In fact, both the sale and manufacture were legislated against at the same time, but the operation of the law as regards manufacturing was deferred until the distillers were afforded an opportunity to dispose of their stocks. The French cantons voted against the prohibition law in the referendum, but were outvoted by the German cantons, where little Absinthe was consumed. An item of interest in connection with the new law is the adjustment of the terms of compensation which the Federal Government desires to make to the distillers for the losses which its passage and enforcement involves, and which, by the way, rather points a moral for emulation by those of our States that have wiped out distilleries, breweries, etc., without any suggestion whatever of compensation for disturbance.

To Encourage the American Wine Industry

BY CHEVALIER
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Secy. Italian-Swiss Colony
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Wine has been a healthy, invigorating, luscious beverage, according to the Old Testament, almost since the commencement of the world.

In every land on earth which was blessed by the rays of the sun and with the quality of soil to produce grapes for wine making, the grapes were eagerly crushed by the people by tramping the juice out of them, and, after proper fermentation, were served at table and used especially on festive occasions.

In the times of Pliny wine making had been so perfected that the Romans regarded the wine of Italy as the best in the world. Horace said "that wine, luscious and pure, was a drink fit for the gods." In later years the district of Chianti produced the choicest wine of Italy. Many believed that it was principally from the inspiration of wine that the greatest men of the world obtained their genius.

In modern times wine has become not only a luxury, but a necessity as a beverage at table, and is universally used by families in every civilized country of the world. Wine is nutritious, as well as refreshing, and the peasant of Italy, with a chunk of bread, a piece of cheese and a flask of wine, can live happily, perform arduous labors all day, and retain perfect health.

Another of the great advantages of the use of wine is that it is conducive to sobriety. It is a well-known fact that in every country of the world where wine is produced in large quantities and used by the mass of the people, drunkenness is almost unknown.

It is only practically in the last fifty years that many of the States of the Union have been discovered to produce wine grapes in abundance. Good, palatable wine is now made in the States of New York, Virginia, Ohio, Missouri, New Jersey and other States, but California, on account of its long sunny days and adapted soil, is known as the "Land of the Vine," and has been found to produce the Vitae Vinifera, the true wine grape, to the same perfection as it is grown in France, Italy and the Rhein. The vines of the much-praised grape grown in the district of Chianti, Italy, were transported by the Italian-Swiss Colony thirty years ago to their large vineyard at Asti, Sonoma

county, California, where they have been found to grow to the same perfection as they did in the mother country, and produce the identical Chianti wine, which, being properly aged and carefully cared for, is admitted to be superior to the imported wine from Italy, and sells readily in the market of New York, in cases of one dozen flasks, for $2.00 per case higher than the imported article.

This, therefore, shows that wine can now be produced in the United States of as fine a quality as that produced in any part of the world. It can also be supplied to the consumer, when not hampered by obnoxious license and prohibition regulations, to the mass of the people as cheaply as the wine is sold in Europe; because, whilst in the old country they have the advantage of cheaper labor, here, especially in California, wine is produced in such large quantities, and by means of the most perfect of modern machinery, the land being plowed by horses and steam plows, instead of being worked by hand labor, as in Europe, that it actually costs no more for the production here than it costs in Europe.

There is no reason why the American people should not become accustomed to the use of wine at their meals, just the same as the people in the wine-drinking countries of Europe, and, by so doing, introduce a new industry which would give remunerative employment to thousands of happy families in vineyards throughout the country, thereby creating new towns and cities, and adding to the progress and prosperity of the United States.

Italy produces, in abnormal years, 1,000,000,000 gallons of wine per annum, worth $200,000,000. France produces 1,500,000,000 gallons, having a value of $300,000,000. Now, with proper inducements, the United States can, and there is no question but that in time it will, produce in its vast territory just as much wine, and of just as good a quality, as that which is now produced by the two principal wine countries of Europe.

In order to develop the wine industry to its full extent, it is necessary:

First—To induce the Prohibition people, whose aim is the removal of drunkenness from our country, to encourage the use of wine at meals, instead of prohibiting it.

Second—It is necessary that grocers and dealers be permitted to serve their patrons with wine in original packages, without the payment of a license, just the same as they are permitted to sell tea, coffee and chocolate. They should not charge exorbitant prices to their patrons, but should sell at a reasonable advance over the cost. This will materially increase their sales, and eventually their profits.

Third—The restaurant and hotel keepers should place a

pint bottle of wine before every plate at table, which could be served without charge, by adding a trifle to the cost of the meal. This would substitute tea and coffee, and the wine, when properly purchased in casks, and bottled on the premises, would cost no more than the tea and coffee.

Fourth—When patrons ask, as they frequently do, for a superior quality of wine in bottles, that should be served at a profit of not over fifty per cent. above the actual cost, as many people will not order wine at meals because they are asked to pay more for a bottle of wine than for the whole meal. Restaurant and hotel keepers will find that in a short time the demand for wine will so increase that the profits will be much greater than when only a small quantity of wine was sold at higher prices. If some of the restaurant and hotel keepers object to placing wine on the table before each plate, they should at least instruct their waiters, both male and female, to present the wine list to every guest and politely ask, "Which wine will you have?" This is the way that the caterers use their patrons in Europe, and it is a well-known fact that the selling of wine by hotels and restaurants in Europe, although at a small profit, is their principal source of revenue.

Mixed Drinks and Their Ingredients

BY
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In considering the subject of mixed drinks, it may not be out of place to dwell briefly upon their history, as well as upon the reasons for their existence and their continued popularity. Since time immemorial, men have sought to lend an added relish to food through seasoning, that is, through the addition of flavorings of a spicy, aromatic, or piquant, nature. It was natural, therefore, that the same methods should have been applied in the matter of beverages, as is witnessed by the highly-flavored punches and other brews of our forefathers.

A distinction should be drawn, however, between those mixed drinks which are devised purely as thirst quenchers and which should be classified under the heading of beverages, and those which are commonly known as appetizers. Among the former are included such drinks as shandy-gaff and the various toddies, rickeys, punches, cobblers, juleps, etc. To some of these beverages it has been sought to communicate a food value, aside from that of the stimulant, as in the case of sherry-flip, egg-nogg, milk-punch, etc., foods having been introduced because of their value as such, rather than because of any flavor which they might impart.

But there is another class of mixed drinks not less important nor less popular than the thirst-quenchers or beverages just named. This class is popularly known under the name of appetizers, in which are comprised all of the cocktails and other mixed drinks that are designed particularly to increase the desire for food, that is, to promote the appetite and stimulate the activity of the digestive organs.

In medicine, the therapeutic value of simple or aromatic bitters has long been recognized. The introduction of a bitter element, highly aromatic in its nature, was due to this widely accepted principle among medical men as well as the laity as to the value of aromatic bitters administered in its most delightful form, viz., the cocktail.

The bitters act upon the saliva glands as well as upon the secretions of the stomach, stimulating both to a greater degree of activity, their effect being augmented by the aromatics, including the alcohol. The French have long recognized the value

of the bitter element in their celebrated tonic wines, which generally contain cinchona or other barks of a similar nature. Nux vomica, for instance, a powerful stomachic, is intensely bitter.

It is true that an appetizer or cocktail may also be taken as bracer or to counteract mental depression or temporary melancholia, the aromatics, which are its most striking constituents, producing in such cases a similar effect to that of spirits of ammonia. So true is this assertion that many connoisseurs, in order to obtain a maximum bracing effect, prefer to use a highly aromatic bitters, such as Angostura, without the admixture of any liquor. In these cases a pony glass is the proper quantity.

It is evident, then, that the use of bitters gave rise to the introduction of the appetizer, or cocktail, for, without the bitter ingredient, these drinks would not serve their purpose as appetizers. It is also apparent that in order to produce the desired effect the bitters should be of a highly aromatic character, although bitters flavored only with orange peel, which are comparatively only slightly aromatic, are also extensively used, but mainly in conjunction with such highly aromatic bitters as those of Dr. Siegert, invented at the town of Angostura in the early part of the last century. Various opinions are held as to the composition of the original cocktail, although it is generally conceded that gin and Angostura preceded sherry and Angostura as an appetizer, the former reaching its greatest popularity in America, and the latter in England. The so-called old-fashioned cocktail, consisting of a loaf of sugar steeped in a teaspoonful of bitters added to rye whisky, was undoubtedly antedated, at least in this country, by the old-fashioned appetizer, gin and bitters.

As it is a well-known principle that the addition of sugar to alcoholic drinks, or even to those which are only slightly alcoholic, adds materially to their exhilarating effect, so in the cocktail, if it is desired to heighten the subtlety of the mixture, the bitter taste should always be modified by the addition of sweetening. In the same way the communication of a slightly acid characteristic, as by a couple of dashes of lemon juice, will improve certain, although by no means all, appetizers. It is by the nice balancing of these various elements that the true artist may be recognized.

There is a demand for appetizers that are only slightly aromatic and exclusively bitter, such as the dry Martini, but the effect in these cases is almost entirely one-sided, the bitter characteristic being accentuated to the exclusion somewhat largely of the aromatic, and completely of the slightly acid and sweet constituents. The Martini cocktail evidently was the result of an abortive attempt to render the flavor of gin palatable to those

to whom it is naturally repugnant, the delicate flavor of the French Vermouth being inadequate to perform the task imposed upon it. An attempt to remedy this defect was made by introducing an equal proportion of Italian vermouth, thus giving rise to the Bronx cocktail; but, generally speaking, French and Italian vermouths constitute an inadvisable mixture, unless a highly aromatic bitters is used as a genial arbitrator in the contest between the two opposing ingredients. The combination of Italian vermouth with gin is always a happy one, the flavor of the former easily taking first place in the mixture, but a liberal use of Angostura, as in the popular Barry cocktail, is inevitable. The addition of five drops of creme de menthe and a piece of twisted lemon peel makes this drink as delicious as any that can be offered to the most exacting epicure.

In those mixed drinks which have been classified as simply beverages or thirst-quenchers, the bitter and aromatic principles should not be overlooked, for nothing will lend such a delicious flavor as a highly aromatic ingredient to champagne, claret and rhinewine cups or punches. On the other hand, this constituent should be sparingly used with the sweet wines of Spain, such as port, sweet madeira, Lagrima Christa, and others. Angostura, however, may be freely used with claret, to which it lends a substantial body, such as is found in old burgundy. In hot drinks, such as hot spiced rum and hot punches, the aromatics should be not too liberally used, as these volatile constituents are rapidly vaporized by the heat, and the flavor is thereby temporarily intensified. It is particularly imperative, therefore, that hot drinks should not be allowed to grow cold or to be reheated.

It is almost superflous to say that all mixed drinks, whether hot or cold, should be served as soon as possible after mixing, for it is necessary that the constituents should not be allowed to blend. The flavor of each ingredient should stand out prominently and play with as much vigor as possible the part assiged to it. This cannot be the case if the mixture is allowed to stand so as to become stale, even if bottled.

Domestic Gins

BY
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In the last ten years the distillation of Domestic Gins has taken very rapid strides in the United States, and the gin industry has done much to convince the American consumer of the fact that a good honest product can be manufactured here as well as in Europe.

It is not many years ago that it was the average American's opinion that everything imported was good, and that everything domestic was inferior, but, thanks to the progressive spirit of the American manufacturer, this erroneous conception is gradually disappearing. A multitude of sins were frequently covered under an imported label, and on this account the firm with which the writer is associated adopted several years ago the motto, "It can be only prejudice that prefers foreign inferiority to domestic superiority."

A campaign of education, with the object in view of overcoming prejudice, is of necessity a hard one. This prejudice has often been warranted, for the old-fashioned American desire for making money quickly accounts for domestic products of inferior quality; however, these exceptions merely make the rule.

The rule is that the American manufacturer's honesty is second to none. This, coupled with unexcelled ingenuity, liberal business ideas and great progressiveness, creates conditions for the domestic products of which any American can justly be proud.

The protective tariff has benefited domestic industries, and at the present time European manufacturers are coming to this country, building here their plants, employing American labor, benefiting their locality, enriching this country at large, and confirming the formerly disputed theory that meritorious products could be produced in the new world as well as in the old.

It is strange, but true, that very few people know anything about Gin. "Gin is made from Juniper berries," is the general answer one receives to the question what Gin really is, and when given the information that Gin is distilled from grain, and that Juniper berries are only used for flavoring purposes, he is greatly surprised. "Gin" is a derivation from the word "Geneva," and that is the proper English word. "Geneva" is derived

from the Latin word "Juniperus," the French for Gin being "Jenievre," and the Dutch calling it "Jenever."

The Hollanders were the first nation to distill Gin. The industry in that country dates back to the period when the Dutch were the foremost seafarers and carried a broom at the masthead, symbolical of sweeping the seas. They probably discovered the Juniper berry along the Mediterranean shores.

Holland is not a grain-producing country, and the various grains used for distilling purposes are either of American or Russian origin.

Without going into much scientific detail as to the distillation of Holland Gin, it is probably of interest to know that rye and various cereals (principally Malted Barley) are ground, and, in accordance with their starchy qualities, are subjected to various degrees of heat. The "mash," as the mixture is called, is allowed to ferment for seventy-two hours, after which it is distilled. This distillate is called Moutwyn, and is later re-distilled with Juniper berries. In the distillation of Old Tom, Dry and Sloe Gins, a variety of herbs, seeds and roots is used, which imparts a different flavor to it than that which characterizes Holland Gin. These gins have become very popular in this country, and are mostly used for the well known and justly famous American mixed drinks, as Martini Cocktails, Gin Rickeys, Gin Fizzes and many others.

A question which is very often asked is, "Does Gin improve with age?" The answer to this question is in the affirmative, but, as the improvement can only take place by the Gin coming in contact with the wood of the cask, the Gin turns yellow, and is not saleable, as the American consumer (for some unexplainable reason) requires Gin to be perfectly white. To humor this whim the distiller uses paraffine wax, which is boiled to a high degree of heat and poured into the cask. A thin coating of paraffine is thus formed on the inner surface of the cask, which prevents the Gin from coming in contact with the wood, and consequently retaining its color.

In concluding this short article on Domestic Gins, let us rejoice that we are living in a country which is progressing with amazing rapidity; a country whose Government protects home industries, and where the workingmen receive wages higher than those of other nations. We equally rejoice for the patriotic American good sense which has made it possible for the Domestic Gin industry to have become the important factor it is to-day.

The Glass for the Beverage

BY
JOS. MESSMER
Secy. Ferd. Messmer Mfg. Co.
St. Louis, Mo.

The selection of a proper glassware equipment for a modern club, hotel or saloon bar is an art acquired only through wide experience in and long association with the dispensing business.

The glassware and supply salesman should, himself, be so thoroughly posted and well informed in this capacity that his advice will be a valuable aid in the selection of a fitting equipment. In the past, location had considerable influence as to the quality of glass selected for service, and, while no longer so general, it is still apparent to the traveler that in the North and West the presence of cut-glass service ware on the bar is much more prevalent than elsewhere, plain light ware being still the custom. It is difficult to find a reason for this condition, if indeed there is one, but it is equally certain that the condition is changing. New equipments are almost invariably selected from Portieux, France, and Val. St. Lambert lines of cut-glass stemware, and from the American lines of cut-glass tumblers. These lines comprise an amazing variety of shapes and sizes, supplying a distinct glass for every natural or prepared beverage.

The constant trend towards better glassware service, the demand for wider varieties and distinctive patterns, has so specialized the glassware business that the old queensware house is no longer the source of supply, but is supplanted by the bar supply house, whose entire energy and capital is devoted to the interest of the club, cafe and bar trade. This brings the trades' wants directly to the manufacturer's plant, and results in producing new shapes, adequate sizes and broader and more extensive varieties.

When the cooling highball became a popular drink it was difficult to find two bars that used the same kind of glass in serving it. Anything from a small taper seltzer glass up to a beer goblet was used to serve this drink, with the result that little or no individuality was given to it. In the better class of cafes, however, the careful dispenser soon discovered the need of a low, wide glass, that would accommodate a large-size lump of ice and sufficient seltzer to make the drink palatable, with the result that the highball now enjoys the same, if not greater popularity, than the American cocktail. It is this close atten-

tion to the details and fine points of the dispensing business that makes our bars and cafes so popular with the public. Shakespeare said, "The rose by any other name would smell as sweet;" but would the cocktail smell as sweet or taste as good out of a tin cup? It is, indeed, doubtful if our drinking places would enjoy the popularity they now do, were it not for the individuality given to each kind of drink when properly served.

I strongly advise against the use of decorated glassware for public service, either etched, engraved or ware decorated in any other manner, save the polished cuttings which our American manufacturers put on the tumblers, and the cut and polished stemware, both American and import. If a bar makes any pretense at first-class service, it should have no use or room for the common pressed or molded glassware. At its very best, this ware lacks the crystal clearness of the lead-blown goods, and the trifling difference in cost certainly does not justify the sacrifice of the high tone which the clear ware gives to the service. Let me repeat, quality included, "service" gives our public drinking places their immense popularity. Usage and custom have fixed the popular prices for our American drinks, but location and license fees regulate the size of the glasses used. Aside from this, the following are the glasses used almost universally in first-class places: For whisky, a clear lead-blown tumbler, preferably heavy bottom, with cuttings that do not obscure the color and sparkle of the liquor. Side tumblers for water of the same pattern, but large enough to admit of a generous piece of ice.

The old-fashioned punch or toddy glass should be in the same shape and style, but of generous capacity, fully seven ounces, preferably nine ounces. The same pattern should be strictly adhered to in all the tumblers, as uniformity is a prime requisite in fitting up the back bar, as well as the service.

The seltzer glass should be a long taper tumbler, with heavy bottom.

For ginger ales, split beers, the different styles of fizzes, strained lemonade, milk punch and Tom Collins, straight tumblers in their proportionate sizes should be used, the bottoms of which are not quite so heavy as on the whiskies, water and seltzer tumblers, but should be what is technically known among the glassware men as "half sham."

The highball glass, which has met with the most universal favor, is a low, wide tumbler, with full heavy bottom, almost identical with the water tumbler for table use, but lead-blown glass, with a thin edge.

The stemware line must necessarily be of a different pattern in the cutting, but should be uniform throughout. The shapes should be identical for the following liquors, differing only in the size, but not one can be omitted if a strictly first-

class equipment is desired: Cordial, three-quarter-ounce glass; Port Wine, two-ounce glass; Burgundy Wine, three-ounce glass; Claret, four-ounce glass; small goblet, seven ounces; regulation goblet, ten ounces. For Champagne, the old-style saucer-shape bowl is displaced by the hollow-stem round bowl glass of from four to six-ounce capacity. The bead and sparkle given to the wine by the hollow stem is obtained in no other shape, therefore leaves the other style glasses out of consideration.

The Rhine wine glass should be the round bowl shape, but standing on a somewhat higher stem.

The Brandy or Pouss Cafe in the three-quarter-ounce size, and the Sherry in the two-ounce size, should have long stems and taper bowls, with straight sides, neither flaring or cupped.

The Cocktail glass has its own particular shape, standing on a high stem, with a low, wide taper bowl.

The Hot Whisky is a four and a half-ounce or five-ounce stem glass, with a flaring or bell-top bowl.

Bar bottles, bitter bottles, cordial cruets and decanters should conform in quality and pattern.

Pages can be written on this subject, and still leave uncovered many other details that should receive full consideration in the matter of equipment for bar service, but a close observance of the requirements for a proper equipment of glassware cannot fail to increase the popularity of a liquor dispensary. A glass for every need should be the constant rule.

Famous New Orleans Drinks

BY
SIDNEY STORY
of
New Orleans
Louisiana

Speaking of beverages reminds us of those delicious decoctions for which the Metropolis of the South (New Orleans) is famous. There are five of them, which for flavor and taste equal the nectar of the gods. They are "The Sazerac Cocktail," "Gin Fizz a la Ramos," "High Ball Rofignac," "Absinth a la Suissesse," "Peychaud Cocktail."

Were you ever in New Orleans? If so, you must on many occasions found yourself following the crowd which, as it reaches Royal and Canal, turns off into French town and, having made scarcely seventy-five feet, enters a long, narrow corridor at the end of which is a large room with sand on the floor, and a long and handsome bar fully seventy-five feet long, before which stands most of the time a line of men, sometimes two deep. This is the famous Sazerac Saloon, known the world over for the art it possesses in the fabrication of the Sazerac Cocktail.

No beverage of recent years has drawn to itself more praise and attention than the "Ramos Gin Fizz" which is supplied to thousands upon thousands every year by the genial and courtly proprietor of the "Stag," Col. H. C. Ramos. The establishment is one of the finest of its kind in America and is located on Gravier Street, opposite the new St. Charles Hotel. The glories and reputation of this Ambrosial drink have been sung the world over. It's the invention of the "Chesterfieldian" Ramos, and men or women who have once pressed the white foaming "Ramos Gin Fizz" to their lips, can never forget it. It is not an unusual sight in the winter months, and when the Carnival is on in New Orleans, to find this palatial resort of Col. Ramos packed not only with men but ladies who have just left the fashionable ball-rooms or the French Opera, and are enjoying, before returning home, a "Ramos Gin Fizz" that will take them, after lapsing into the arms of morpheus, into the delightful fantasies of dreamland.

The afternoon is the fashionable time for the ladies to do their shopping on Canal Street in New Orleans, and wherever you find the ladies here you are sure to find the male gender. In the most fashionable block of this shopping boulevard is located

the well-known confectionery establishment of Harry Schaumburg. Here the gentlemen of leisure will saunter in to refresh themselves with a "Rofignac High Ball," which is exhilarating and delicious in taste and flavor. Its inventor was once the Mayor of New Orleans, during the Ancien regime, and tradition tells us that Monsieur le Maire was the most popular official the Crescent City ever had; for on afternoons the Mayor's office was always thronged with visitors desirous of both paying their respects to the Knightly Rofignac and also enjoying one or two of his delicious "Rofignacs."

The day's work is over in New Orleans for the average business man by five o'clock in the evening, and if you will cross Canal Street and enter by way of Bourbon Street the Old Latin Quarter you will unconsciously follow the crowd. Having walked some three blocks, you will soon notice on the corner of Conti and Bourbon, only one block from the old French Opera House (where every winter for years dating back to ante-bellum days the old walls have re-echoed with the music of Grand Opera), an old rusty-looking building of Spanish architecture. Most of the crowd seems to stop here—in fact they do, and, entering an old Spanish Courtyard, soon reach the large room with its low ceiling, playing fountains, and antique Spanish furniture, with openings on an old Spanish courtyard, where the flowers fill the air with intoxicating aromas. This is the great rendezvous for both sexes who have come here to partake of that refreshing and exhilarating "Suissesse" for which the Old Absinthe House has been famous for over a hundred years. This establishment has been in the hands of one family for a century. The present owner and proprietor of the "Old Absinth House," Don Felix Ferrer, is the grandson of the Knightly Spaniard of the same name who landed in the Colonies, having come to the shores of the New World to escape the political persecutions of the Old.

After indulging in one or two of these delicious "Suissesses" diffused by the courteous Senor Felix Ferrer, your appetite has been sharpened like a two-edged sword, and you will find yourself winding your way to the restaurant of "Madame Antoine" to enjoy a "Pompano au Gratin." Whilst waiting for the waiter to serve it you will call for a "Peychaud Cocktail," another of the delicious drinks of that Capital of Epicures whose motto is "Life is what we make it. Let us live whilst we can." "Vivimus dum Vivamus."

Wine Cellar Management

BY
J. STRAUB
Wine Steward "The Blackstone"
Chicago, Ill.
Formerly Steward Pendennis
Club, Louisville, Ky.

The first and most important thing to be considered in the proper handling and serving of wines, etc., is the building and construction of the wine cellar, and as the temperature plays a big role in the conditioning of wines, the same should be built under ground, where an even temperature of from 56 to 60 degrees Fahrenheit may be maintained.

Stone and cement walls are preferable, as brick walls have a tendency to be damp and develop mildew. It is essential to have your cellar dry and well ventilated. The whitewashing or painting of the walls will purify the atmosphere and keep bugs and other insects from accumulating. Electric lights should be used, as gaslight quickly changes temperature. Concrete floors, slightly slanting from the four walls towards a drain in the center are best for keeping your cellar in a clean and sanitary condition. The floor should be flushed and scrubbed at least once a week and every time after bottling wine.

In building your bins, one-inch strips of wood, extending from floor to ceiling, should be fastened against the walls about three feet apart. Wire netting (one-half inch mesh) should be stretched tight over these strips, extending the length of the wall, thus forming the back of the bin and giving free circulation of air.

Racks for barrels should be built sufficiently high to make cleaning under same easy.

Bottle washing tank (made of cypress wood) with two compartments, equipped with overflow waste, hot and cold water faucets, should be installed. Also electric bottle washer and automatic rinser. Bottles should be extremely clean and thoroughly dry before being used.

Binning—Sparkling wines, Rhine, Moselle and Sauternes, should be stored in the lowest bins, with Burgundy and Clarets next. Above these should be the Ports, Sherrys and Madeiras, while the top bins can be used for Liquers, Gins, Whiskies and Cognacs.

Serving of Wines—Champagnes should be chilled before serving; this, however, should be done slowly, as a great many wines are robbed of their life and vinosity by being chilled too

quickly. As a general rule, all Champagnes are served too cold in the United States. Rhine wines, Moselle, Sauternes and White Burgundies should be served at a temperature of about forty degrees. The quality of the wines, however, should be taken into consideration when being chilled. Light-bodied wines, as a rule, have a good deal of acid, which, through having the wine too cold, becomes very pronounced. Clarets and Burgundies should be well rested before attempting to serve them and should be carefully decanted. All improving wines continue to precipitate their tartar, tannin, etc., forming a crust on the lower side of the bottle, which, when mixed up with the wine, renders it bitter and unwholesome. Clarets should be served at temperature of room in which meal is served. Burgundy, the richest of all natural wines, should be served at 65 degrees. In the serving of beverages with a dinner, I do not altogether approve of the largely prevailing habits. By saying this I especially refer to appetizers. Dry Sherries, Vermouths and Bitters are unquestionably the best appetite producers.

With Sea Food, serve either Moselle, Rhine Wine or White Burgundy.

With soup, Dry Sherry or Madeira.

With entree, a light, but sound, Claret.

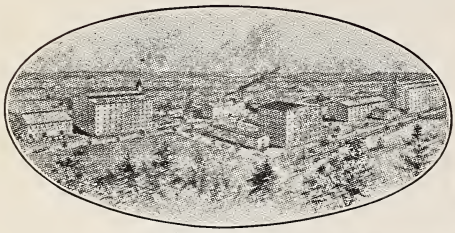
With roast, Burgundy or Chateau Claret.

With game, Vintage Champagne.

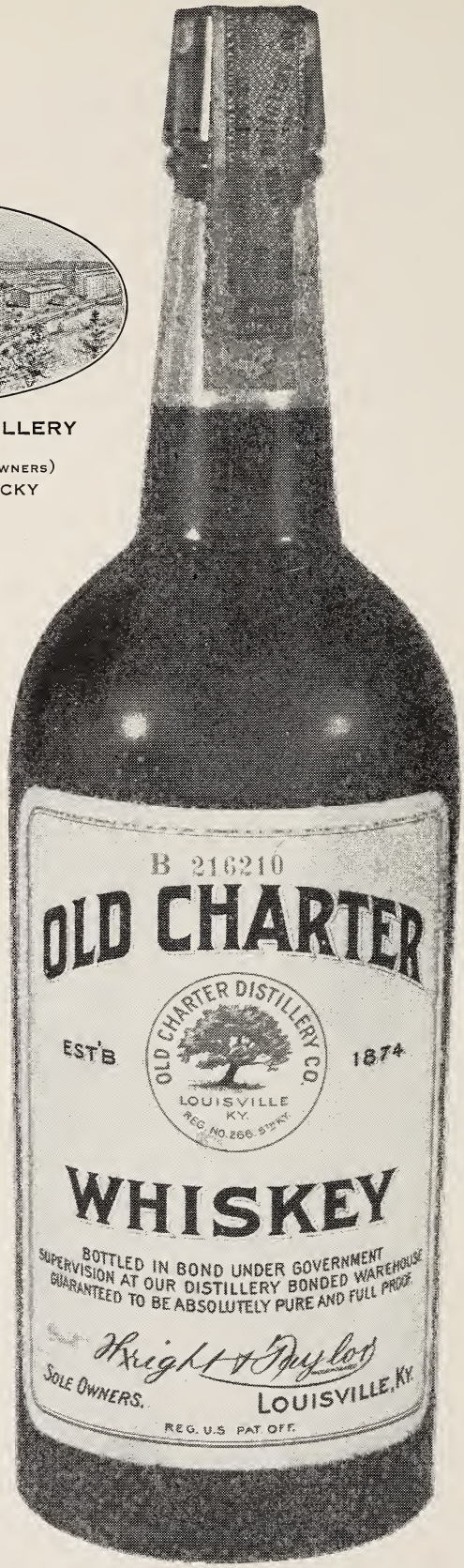
With pastry or cheese, Fruity Sherry, Madeira or Port.

With Demi Tasse, Cognac, Liquer or the celebrated after-dinner drink, "The Blackstone Comfort."

Wright & Taylor
Louisville, Ky.
Distillers



OLD CHARTER DISTILLERY
ESTABLISHED 1874
(WRIGHT & TAYLOR, SOLE OWNERS)
5TH DISTRICT, KENTUCKY



As Served at

The Pendennis Club

Louisville, Ky.

ANANIAS PUNCH

The juice of one dozen lemons peeled.

One jigger Angostura Bitters.

Three quarts of Champagne.

One quart of Apollinaris.

One pint of cherries.

Put all the ingredients together in punch bowl, mix well, ice, and serve in champagne goblets.

LORD BALTIMORE COCKTAIL

Fill mixing glass with shaved ice.

Juice of one-half lime.

One jigger Scotch Whisky.

One-half jigger Red Curacoa.

Stir and strain in cocktail glass.

PENDENNIS COCKTAIL

Fill mixing glass with shaved ice.

Juice of one-half lime.

One-third jigger Hungarian Apricotine.

One jigger Dry Gin.

Stir and strain in cocktail glass.

Beverages De Luxe

Recipes for Mixed Drinks

PENDENNIS MINT JULEP

Use silver cup.

One-half lump of sugar dissolved with a little water; fill cup with shaved ice.

One jigger of Kentucky Bourbon Whisky, mix well with spoon until frost appears on the cup.

Then take about twelve sprigs of fresh sweet mint, insert them in the ice, stems downward, so the leaves will be above, in the shape of a bouquet, and serve with straws.

OLD FASHIONED TODDY

Dissolve one-half lump of sugar thoroughly.

One cube of ice.

One jigger of whisky.

Stir well and serve in toddy glass.

PENDENNIS EGGNOG

(One Gallon)

Take the yellow of one dozen eggs.

One pound granulated sugar.

One teaspoon nutmeg.

One-half pint cream, and beat well together. Then take one quart Kentucky Bourbon Whisky, one quart Cognac, and one pint Jamaica Rum, beat all together. Take one quart rich cream and beat until stiff, then add the above mixture very slowly, whipping until well mixed. Serve in punch cups.

Louis Herring

Superintendent.

C. P.
Moorman
& Co.

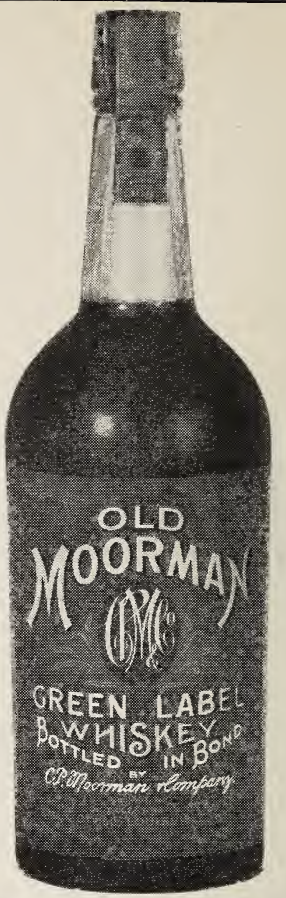
Louisville
Ky.

Distillers

C. P.
Moorman
& Co.

Louisville
Ky.

Distillers



Ph.
Hamburger
Co.

Pittsburg, Pa.

Distillers

Thompson
Distg. Co.

Pittsburg, Pa.

Distillers

As Served at

Union League Club

New York, N. Y.

STERLING EGGNOG

Be it understood that only the freshest and purest eggs, milk and cream, and high class liquors be used.

Prepare in order named.

Take two large bowls (capacity four gallons) separate 24 eggs; yolks in one bowl, whites in another. Beat the yolks with long wooden spoon while adding slowly one and one-half pounds of powdered sugar. After this is thoroughly smooth, and while stirring rapidly, add slowly:

Two bottles French Brandy.

One-half bottle St. Croix Rum.

One-half pint Jamaica Rum.

One-half pint Arrac.

Two gallons milk.

Beat the whites of the eggs to a snowy froth, also one pint of cream, and add to the bowl with a large piece of ice.

When served in glasses, grate a little nutmeg on top.

Beverages De Luxe Recipes for Mixed Drinks

CHAMPAGNE CUP

Prepare in crystal pitcher in order named.

One pony Maraschino.

One pony Orange Curacoa.

One pony French Brandy.

The juice of one fresh lime and the rind.

One quart champagne, cold.

One bottle Club Soda, cold.

Ice.

Whole slices (daintily) cut of oranges, pineapples and limes, six sprigs of fresh mint, strawberries on top.

The above recipe may be used also with the following Cups:

Claret Cup, two limes.

Rhine Wine Cup, two limes.

Moselle Wine Cup, two limes.

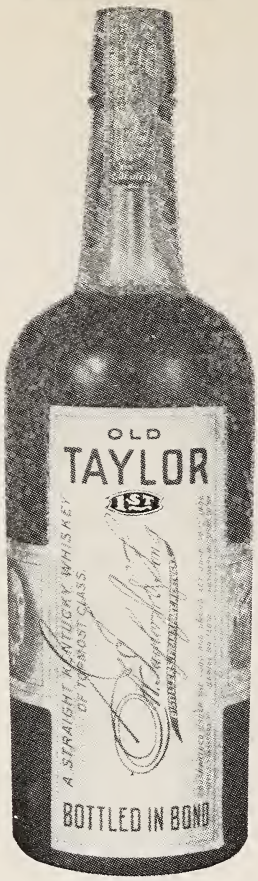
Sauterne Cup, two limes.

Sparkling Cider Cup four limes.

John Koehler

Steward.

E H.
Taylor, Jr.
& Sons
Frankfort, Ky.
Distillers



Green River
Distg. Co.
Owensboro, Ky.
Distillers

The Large
Distg. Co.
Pittsburg, Pa.
Distillers

The
Freiberg &
Workum
Co.
Cincinnati, O.
Distillers

Beverages De Luxe

Recipes for Mixed Drinks

As Served at

New York Athletic Club

New York (Travers Island), N. Y.

ORANGE BLOSSOM

One-third French Vermouth.
One-third Italian Vermouth.
One-third Gordon Gin.
Plenty of orange juice. Frappe.
Serve in whisky glass.

THE LADIES DREAM

One-half Maraschino.
One-half Cream Yvette.
Thick Cream on top.
Serve in sherry glass.

TRAVERS ISLAND COCKTAIL.

One-third French Vermouth.
One-third Plymouth Gin.
One-third Dubonnet. Frappe.
Serve in cocktail glass.

As Served at

The Calumet Club

Chicago, Illinois

CALUMET COCKTAIL

Three dashes of Acid Phosphad.
One dash of Angostura Bitters.
One-half jigger of Bourbon Whisky.
One-half jigger of Italian Vermouth.
Stir and strain into a cocktail glass.

KLONDIKE

Pare an orange as you would an apple.

Use the juice of one orange.

One jigger of whisky.

Shake and strain in a large glass and fill with bottle Ginger Ale.

SAVAGE COCKTAIL

One-third Italian Vermouth.
Two-thirds Rye Whisky.
Orange peel. Frappe.
Serve in cocktail glass.

DR. BIRCH COCKTAIL

One-third French Vermouth.
Two thirds Nicholson Gin. Frappe.
Serve in cocktail glass.
(The two above cocktails are named for two members of the Club).

THE FAVORITE.

Juice of one lime.
Three or four sprigs of mint crushed.
One drink of Gordon Gin.
One bottle of imported Ginger Ale.
Fill with fine ice and serve.
(This makes a fine summer drink.)

Ch. Andre

Steward.

PINE TREE

Two-thirds jigger of Tom Gin.

One-third jigger of Italian Vermouth.

Three sprigs of mint broken into small pieces, put in mixing glass with two or three pieces of ice, and shake long enough to break the mint small enough to pass through strainer. Strain into cocktail glass and leave the small pieces of mint float on top.

GROCE COCKTAIL

Two-thirds jigger of Tom Gin.

One-third jigger of Italian Vermouth.

One-fourth jigger of Grape Fruit Juice.

One-half glass of shaved ice. Shake and strain into cocktail glass.

Charles W. Ritchie

Steward.

Irish Whiskey

Pure Pot Still

"Power's"

"Three Swallow"

Represented
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E. LA MONTAGNE'S SONS
15 S. William St., New York

Represented in Canada by
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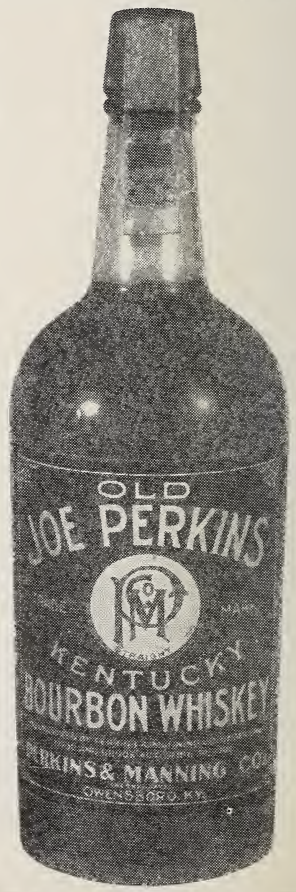


As Served at

Manufacturers' Club

Philadelphia, Pennsylvania

EASTER TONIC

One-half gallon Milk.

One Pint Brandy. (Whisky can be used).

One-fourth Pint Rum.

Yolks of eight eggs, thoroughly beaten.

One-half pound pulverized sugar.

Mix well the eggs, sugar and milk. then add brandy and rum, nutmeg to taste. Beat whites of eggs to perfect froth and stir mixture thoroughly.

For larger quantity, increase in proportion.

As Served at

The Country Club

Brookline, Massachusetts

LONE-TREE COCKTAIL

One-third Italian Vermouth.
Two-thirds Old Tom Gin.
Shake well in cracked ice and strain.

AMERICAN BEAUTY COCKTAIL

One-third French Vermouth.
Two-thirds Old Tom Gin.
Juice of half a lime.
Shake well in cracked ice and strain.

MAMIE TAYLOR'S SISTER

One good-sized drink of Dry Gin.
One Lime squeezed and dropped in.
One bottle of Ginger Ale.
One cube of ice.
Serve in extra large glass.

Beverages De Luxe Recipes for Mixed Drinks

POOP FIZZ

Use a large glass.

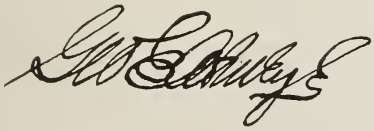
Three-fourths tablespoonful of Sugar.
One egg, both white and yolk.

One Wine Glass of Gordon Gin.

The Juice of One Lemon.

Fill glass with fine ice and shake well.

Strain in large glass and add Apollinaris Water.



Steward.

CLOVER-LEAF COCKTAIL

Juice of a lime.
Teaspoonful of Grenadine Syrup.
White of one egg.
One-half jigger of Dry Gin.
Shake well in cracked ice and strain
Float a Mint Leaf.

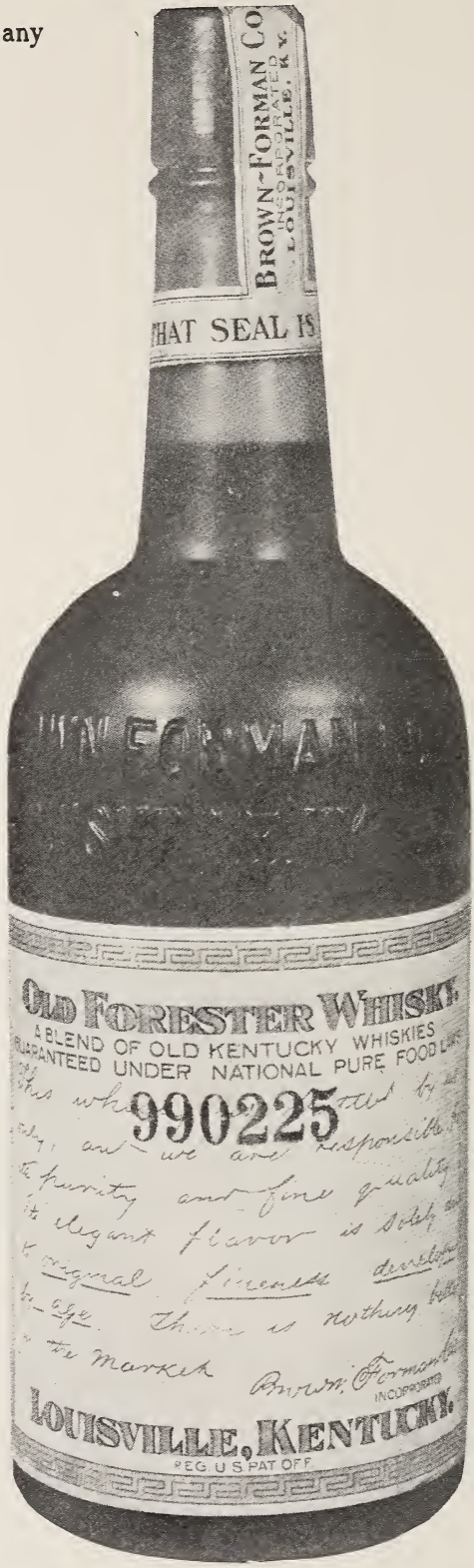
BULL'S EYE CUP

One pint of sparkling cider.
One pint of Imported Ginger Ale.
One glass of brandy.
Ice and fruit in season.
Serve in large glass pitcher, with a few sprigs of Mint.

GREEN LIZARD

One drink of Gin.
Green Menthe enough to color.
Juice of one Lime.
One bottle of Club Soda.
One cube of ice.
Serve in extra large glass.

Brown-Forman Company
Louisville, Ky.
Distillers



Beverages De Luxe

Recipes for Mixed Drinks

As Served at

Union League Club

Philadelphia, Pennsylvania

WHISKY PUNCH.

One portion whisky.
Juice of one lemon.
One pony Curacoa.
One dash St. Croix Rum.
Sugar.
Shake well, and serve in small goblet with a slice of Orange and Pineapple.

WHISKY SOUR

Same as above, with less sugar.

DORRINCE COCKTAIL.

One-third Italian Vermouth.
Two-thirds Gordon Gin.
One Slice of Orange Peel.
Shake well.
Serve in silver cooler.

WOODMAN COCKTAIL

One-third French Vermouth.
Two-thirds Gordon Gin.
Orange Rind and Frappe.

STAR COCKTAIL

One-third Italian Vermouth.
Two-thirds Apple Jack.

As Served at

Indianapolis Club

Indianapolis, Indiana

RICHELIEU COCKTAIL

One-half jigger Dubonnet.
One-half jigger Hennessy XXX.
One-half jigger Italian Vermouth.
Two dashes Peychaud.
Two pieces orange peel; squeeze in shaking cup.
Proceed in the same way other cocktails are made, and place cherry in glass.

J. Lichtenstein

Manager.

AMERICAN BEAUTY.

One-third Italian Vermouth.
Two-thirds Gordon Gin.
A little lime juice.
Dash Maraschino.

ZEELAND COCKTAIL.

One-third Italian Vermouth.
Two-thirds Jamaica Rum.
Three dashes Russian Kummel.

AFTER-DINNER COCKTAIL.

One-half jigger Apricot Brandy.
One-half jigger White Menthe.
One dash Russian Kummel.
Juice of one-half Lime and Frappe.

HOT IRON

(Will make two drinks).
Juice of one-half Grape Fruit.
One-half jigger of Benedictine.
One jigger brandy.
One jigger Apricot brandy.
Shake well and serve in a small beer glass or claret glass.

JACK ROSE COCKTAIL

Juice of One-half Lime.
One-third Grenadine.
Two-thirds Apple Brandy.
Shake well.
Serve in cocktail glass.

John A. Coleman

Steward

As Served at

The Elks' Club

New Orleans, Louisiana

McGRONEY PUNCH

One tablespoonful powdered sugar.
Two tablespoonfuls Lime Juice.
One teaspoonful Raspberry Syrup.
A dash of Kirschwasser.
Half gill of Rye whisky.
One tablespoonful of Rum.
Enough Seltzer to half fill lemonade glass.
Stir well and fill glass with cracked ice.

RAMAKOOLA

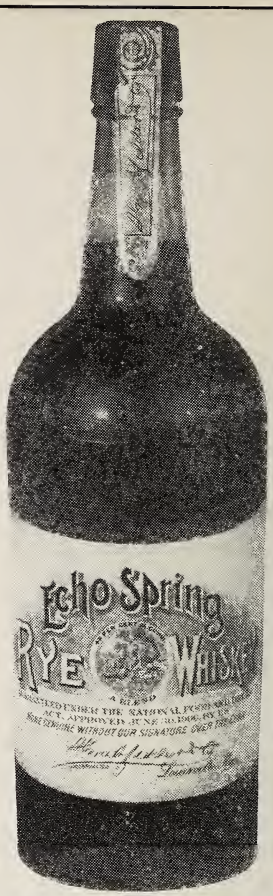
One-half Italian Vermouth.
One-half French Vermouth.
Dash Byrrh Bitters.
Fill glass with cracked ice.

J. W. Christie

Steward.

S.
Grabfelder
& Co.
Louisville, Ky.
Distillers

S.
Grabfe'der
& Co.
Louisville, Ky.
Distillers



Greenbaum
Bros.
Louisville, Ky.
Distillers

J. & A.
Freiberg
Cincinnati, O.
Distillers

As Served at

The Waldorf-Astoria

New York, N. Y.

HAZLETON COCKTAIL

One-half Nicholson Gin.
One-fourth French Vermouth.
One-fourth Italian Vermouth.
Frappe with a few sprigs of fresh mint.
Serve in cocktail glass.

GOOD TIMES COCKTAIL

Two-thirds Tom Gin.
One-third French Vermouth.
Stir and strain.
Serve in cocktail glass.

WALDORF ROSE

Half Dry Gin.
One-fourth Apple Whisky.
One-fourth Grenadine.
Juice of one Lime.
Frappe thoroughly.

As Served at

Auditorium Hotel

Chicago, Illinois

AUDITORIUM GIN FIZ

Regular Gin Fizz with white of egg.
Put in sprig of mint when served.

BRAIN DUSTER

Juice of one-half Lime.
Three dashes Peychaud Bitters.
One-half pony Absinthe.
One-half pony Anisette.
White of egg.
Frappe.

PRINCESS COCKTAIL

One-third French Vermouth.
One-third Italian Vermouth.
One-third Absinthe.
Frappe.

AUDITORIUM COCKTAIL

One-half jigger Dry Gin.
One-third jigger French Vermouth.
White of egg.
Frappe.

Beverages De Luxe

Recipes for Mixed Drinks

CLOVER CLUB

Juice of half lemon.
White of an egg.
Half teaspoonful powdered sugar.
One drink of Plymouth Gin.
One pony Raspberry Syrup.
Frappe thoroughly and serve in claret glass with a sprig of mint on top.

WALDORF QUEENS

Two slices pineapple well muddled.
One-half Dry Gin.
One-fourth French Vermouth.
One-fourth Italian Vermouth.
Small piece of orange, well frapped.

WALDORF SPECIAL

Juice of one Lime.
One drink Apricotine.
Frappe thoroughly and serve in cocktail glass.

Oscar Tschirky

Manager.

AUDITORIUM GIN FIZZ

Juice one-half lime.
Small toddy.
Spoonful Grenadine Syrup.
Three-fourths jigger Apple Brandy.
Frappe.

WILD IRISH ROSE

Use highball glass.
One-half lime muddled.
Small toddy.
Spoonful Grenadine Syrup.
Three-fourths jigger Irish Whisky.
Lump highball ice.
Fill up with seltzer.

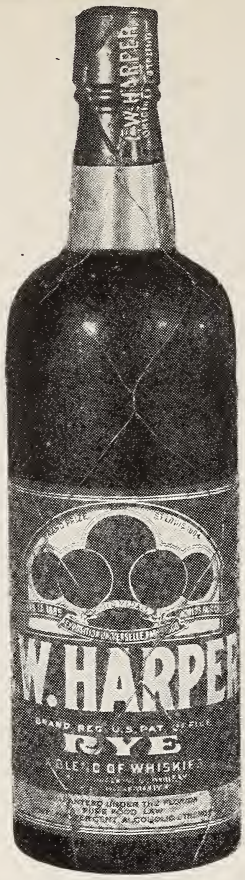
FOOTE'S SUMMER SOUR

Juice one-half lemon.
Three-fourths jigger good Bourbon whisky.
One dessert spoonful sugar.
Frappe.
Serve in regular fizz glass, with lump highball ice, and fill up with still water. Gin, brandy, Scotch, or any liquor desired can be used in this drink, and makes a delightful summer beverage.

Samuel Foote.

Manager Liquor Dep't.

Bernheim
Distg.
Co.
Louisville, Ky.
Distillers



Paul Jones
& Co.
Louisville, Ky.
Distillers

Thixton,
Millett
& Co.
Louisville, Ky.
Distillers

D. Sachs
& Sons
Louisville, Ky.
Distillers

As Served at

Hotel Belvedere

Baltimore, Maryland

⚜

FROZEN RYE

Juice of half lime.
Few dashes orange juice.
Few dashes pineapple syrup.
Few dashes orange Curacoa.
Balance rye whisky.
Frozen Scotch or gin same as rye.

Serve in large champagne glass. Put slice of orange and slice of pineapple in glass, allowing same to stick out beyond top of glass. Fill same with fine ice and pour drink over same, with cherry on top. Serve with straw.

MOON COCKTAIL

Distinctly Our Own

Few dashes of Grenadine Syrup.
One-sixth of Italian Vermouth.
One-sixth of French Vermouth.
Two-thirds Apple Brandy.
Stirred with spoon or shaken.
Cocktail glass.

BELVIDERE COCKTAIL

A good morning bracer.

One-third Italian Vermouth.
One-third Gordon Gin.
One-third Irish Whisky.
Few dashes of Absinthe.
Cocktail glass.
Well frapped.

Beverages De Luxe Recipes for Mixed Drinks

ROYAL SMILE

Juice of half a lime.
One-fourth Grenadine Syrup.
One-fourth Gordon Gin.
One-half Apple Brandy.
Cocktail glass.

CLOVER CLUB

Juice of lime.
Few dashes of Grenadine Syrup.
One-sixth Italian Vermouth.
One-sixth French Vermouth.
Two-thirds gin.
Add white of an egg. Frappe well.
Dress with three mint leaves on edge of glass.
Serve in claret glass.
In season use raspberries instead of Grenadine. Macerate the raspberries with muddler.

PERFECT COCKTAIL

One-sixth Italian Vermouth.
One-sixth French Vermouth.
Two-thirds Gordon Gin.
Well frapped with piece of orange peel.
Cocktail glass.

PICK ME UP

Juice of whole orange.
Jigger of gin.
White of an egg.
Highball glass.
Well frapped.

W. Storm

Wine Steward.

The
S. J. Greenbaum
Co.
Louisville, Ky.
Distillers

As Served at

St. Charles Hotel

New Orleans, Louisiana

ST. CHARLES COOLER

This drink is the most soothing and cold summer drink, much liked by everybody who has tried it, and is at present making a big hit.

Serve like highball in Tom Collins glass with ice.

Juice of one lemon.

One drink of gin.

One-half drink of Grenadine Syrup.

Add Seltzer to taste.

ST. CHARLES COCKTAIL

Juice of one lime.

White of one egg.

Three-fifths Gordon Gin.

Two-fifths Grenadine or Raspberry Syrup.

Frappe and strain to cocktail glass and serve with a mint leaf on top.

SAZERAC COCKTAIL

A famous Southern cocktail, which has the biggest call in the market in the South and replaces our Northern Manhattan.

Smash lump of sugar in old fashion cocktail glass.

Add three drops Peychaud Bitters.

Two drops Angostura.

One drink good rye whisky.

Ice and strain to another ice-cold old-fashion cocktail glass with a dash of Absinthe in, then squeeze oil of lemon peel.

"THE THREE GRACES" COCKTAIL

For persons fond of Vermouth or Dubonnet, this has the richest flavor and pleasant aroma, as well as taste, and is considered to give an unusually strong appetite.

One-third Dubonnet.

One-third French Vermouth.

One-third Orange Gin.

Frappe and strain to cocktail glass.

Beverages De Luxe Recipes for Mixed Drinks

RUSSIAN COCKTAIL

A drink which is in the last year much appreciated in the Northern part of Europe, and is lately introduced here, where it has proven to be appreciated by connoisseurs.

Three-fifths Vodka.

Two-fifths Ruhinoy (a Russian cherry cordial made of cherry stones).

Frappe and strained.

(This drink is very strong).

HICKORY COCKTAIL

Supposed to be originated by old General Hickory, and much used in New Orleans.

One-half French Vermouth.

One-half Italian Vermouth.

One teaspoonful Ami Picon.

Iced and strained to cocktail glass, then squeeze oil of a piece of lemon therein.

OJUI COCKTAIL
or
SPANISH ABSINTHE COCKTAIL.

Is much used in New Orleans, and belongs to the drinks which made New Orleans famous. For people who like absinthe, this is very appetizing.

One drink Ojui in large glass of ice, keep on dropping Seltzer in glass, and stir with spoon until the outside of glass is frozen, and your cocktail is finished. Then add a few drops of Peychaud New Orleans Bitters, and strain to a cocktail glass.

Carl Reffo.

Maitre de Hotel.

Bluthenthal & Bickart

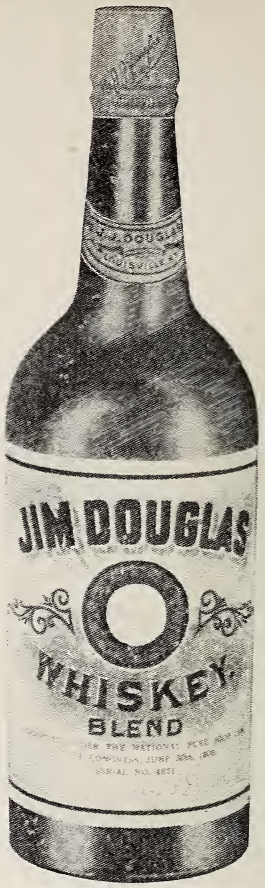
Baltimore, Md.

Distillers

The J. J. Douglas Co.

Louisville, Ky.

Distillers



Mayer Bros. & Co.

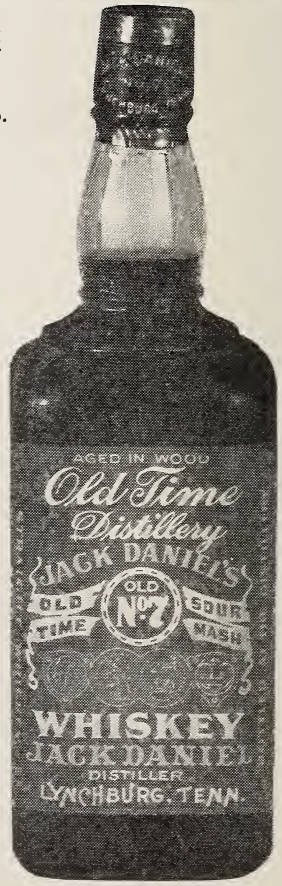
Cincinnati, O.

Distillers

Jack Daniel Distg. Co.

St. Louis, Mo.

Distillers



As Served at

St. Charles Hotel

New Orleans, Louisiana

A REJAH

One ounce Wyand Fockink Rum Punch.

Two ounces old brandy.

Frappe and serve in small Burton Ale glass—enough for two.

A PEQUOT FIZZ

One and one-half ounces Plymouth gin.

Juice of one-half lime.

One teaspoonful of sugar.

One-half white of one egg.

Three sprigs of mint.

Well shaken with coarse ice.

Strain and fizz with carbonic water.

As Served at

Hotel La Salle

Chicago, Illinois

LA SALLE COCKTAIL

The juice of one-sixteenth of an ordinary grapefruit.

Equal parts of Dry Gin and Italian Vermouth.

Frapped and served in a cocktail glass, using the large white grape in place of the cherry or olive.

LA SALLE FIZZ

The LaSalle Fizz is made from the juice of one-half of an orange, one-sixth of grapefruit, one tablespoonful of sugar, one jigger of Gin, and prepared and served as other Fizzes.

W. F. Cunningham

Wine Steward.

Beverages De Luxe Recipes for Mixed Drinks

A PEQUOT DE LUXE

One ounce Old Brown Sherry.

One ounce old brandy.

One ounce Jamaica Rum.

Peel of a whole lemon and one slice of inside.

One egg.

Three ounces sugar.

One-fourth pint of cream.

Shaken well with coarse ice.

Served in small stem punch glasses—enough for four glasses.

H. H. Hager

Steward.

Some Famous Ancestral Bluegrass Recipes

CHAMPAGNE PUNCH

The juice of six lemons and six limes strained into one teacupful of granulated sugar that has been previously dissolved in one-half cupful hot water.

Stir into this one pint of French brandy and one small teacupful of Jamaica rum.

Turn into this one gallon of orange ice, frozen very hard, and four quarts of Champagne.

Top off with thin slices of orange and fresh pineapple and large red and black cherries.

When the champagne is well mixed in with the other ingredients (breaking up the orange ice as little as possible) serve in punch cups, dipping a small lump of the orange ice in each cup with punch.

Sig. & Sol. H. Freiberg
Cincinnati, O.
Distillers

Beverages De Luxe

Recipes for Mixed Drinks

Some Famous Ancestral Bluegrass Recipes

KENTUCKY MINT JULEP

Select twelve full sprigs of mint with long stems, twist the bunch twice, and stand them in a julep glass.

Fill with finely crushed ice and pour over this one heaping teaspoonful of granulated sugar that has been thoroughly dissolved in two tablespoonfuls of hot water.

Stir slightly to chill.

Fill glass with old Bourbon whisky, pour carefully that all the whisky may stand on top of the water.

Let set for about one minute, and stir before drinking.

Place sprigs of mint on one side of the cup and drink from the other.

EGGNOG

One dozen teaspoonfuls of granulated sugar.

Six cocktail glassfuls of Bourbon whisky.

Five cocktail glassfuls of rum.

Three cocktail glassfuls of apple brandy.

Three cocktail glassfuls of French brandy.

One whole nutmeg, grated.

Beat the yolks of fourteen eggs until very light.

Add sugar, and beat again until thoroughly dissolved.

Then add half of the whites that have been beaten separately until very stiff.

Beat mixture again, and add, first whisky, then rum, then brandy, a glass at a time, stirring all the while.

Now stir in nutmeg.

Add three pints of fresh cream, let stand a while (if possible over night), and then beat in three pints of whipped cream that has stood in freezer until thoroughly chilled.

Serve in old-fashion eggnog cups.

OLD FASHION KENTUCKY APPLE TODDY

or

APPLE JACK

Select one dozen apples and core, but do not peel.

Bake dry until nearly done, when pour on them one pint of scalding water and one heaping pint of granulated sugar.

Let cook done, scorching a little brown on bottom.

Pour all in a bowl and add one quart of Bourbon whisky and one quart of apple brandy.

One-half nutmeg grated.

A small pinch of brown cloves.

The grated peel of one orange (using only the very yellow part, none of the white).

Add water to suit taste of the drinker.

Serve hot in small sherbet glasses.

OLD KENTUCKY TODDY

Take a large silver goblet or a large toddy glass.

Fill two-thirds full with small lumps of ice (not too small, however).

Add one dessert spoonful of granulated sugar that has been previously dissolved in one teaspoonful of water.

Stir until there is a cold frost on cup.

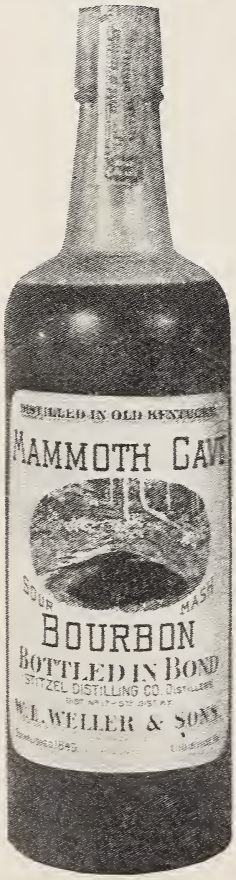
Then fill with old Bourbon whisky, saving room for one dessert spoonful of fine peach brandy.

Top off with a long, very thin piece of orange peel.

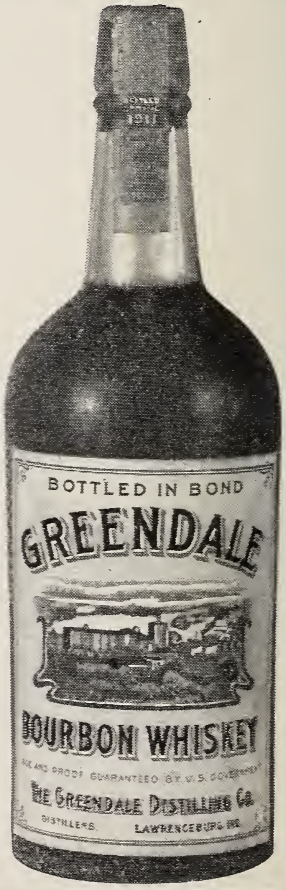
Old
Grand-Dad
Distg. Co.
Louisville, Ky.
Distillers

H.
Rosenthal
& Sons
Cincinnati, O.
Distillers

W.L.Weller
& Sons
Louisville, Ky.
Distillers



Greendale
Distilling
Co.
Lawrenceburg,
Ind.
Distillers



Popular Drinks

MARTINI COCKTAIL.

(Use a large bar glass).

Fill the glass up with ice.

Two or three dashes of gum syrup (be careful in not using too much).

Two or three dashes of bitters.

One dash of Curacao or Absinthe, if required.

One-half wine-glass of Old Tom Gin.

One-half wine-glass of Vermouth.

Stir up well with a spoon; strain it into a fancy cocktail glass; put in a cherry or a medium-sized olive, if required, and squeeze a piece of lemon peel on top, and serve.

WHISKY DAISY.

(Use a large bar glass).

One-half tablespoonful of sugar.

Two or three dashes of lemon juice.

One dash of lime juice.

One squirt of syphon, vichy, or seltzer; dissolve with the lemon and lime juice.

Three-fourths of the glass filled with fine-shaved ice.

One wine glass of good whisky.

Fill the glass with shaved ice.

One-half pony glass chartreuse (yellow).

Stir up well with a spoon; then take a fancp glass, have it dresed with fruits in season, and strain the mixture into it and serve.

Beverages De Luxe Recipes for Mixed Drinks

MANHATTAN COCKTAIL.

(Use a large bar glass).

Fill the glass up with ice.

One or two dashes of gum syrup, very carefully.

One or two dashes of bitters (orange bitters).

One dash of Curacao or Absinthe if required.

One-half wine glass of whisky.

One-half wine-glass of Vermouth.

Stir up well; strain into a fancy cocktail glass; squeeze a piece of lemon peel on top, and serve.

WHISKY RICKEY

(Use a medium size Fizz glass).

One or two pieces of ice.

Squeeze the juice of one good-sized lime or two small ones.

One wine-glass of rye whisky.

Fill up the glass with club soda, seltzer, or vichy; and serve with spoon.

SHERRY COBBLER.

(Use a large bar glass).

One-half tablespoonful of sugar.

One-half wine-glass of seltzer water, dissolve with a spoon.

Fill the glass up with fine crystal ice.

Then fill the glass up with sherry wine.

Stir well with spoon and ornament with grapes oranges, pineapples, berries, etc.; serve with a straw.

TOM COLLINS

(Use an extra large bar glass).

Three-fourths tablespoonful of sugar.

Three or four dashes of lime or lemon juice.

Three or four pieces of broken ice.

One wine-glass of Old Tom Gin.

One bottle of plain soda water.

Mix well with a spoon, remove the ice and serve.

Felton & Son
Boston, Mass.
Distillers

Popular Drinks

GIN FIZZ

(Use a large bar glass).

One-half tablespoonful of sugar.

Three of four dashes of lemon juice.

One-half glass of shaved ice.

One wine-glass of Old Tom Gin.

Stir well with a spoon, strain it into a large-sized bar glass, fill up the balance with vichy or seltzer water, mix well and serve.

GIN TODDY

(Use a whisky glass).

One-half teaspoonful of sugar, dissolve well in a little water.

One or two lumps of broken ice.

One wine-glass of gin.

Stir up well and serve.

WHISKY COCKTAIL

(Use a large bar glass).

Three-fourths glass of fine shaved ice.

Two or three dashes of gum syrup; very careful not to use too much.

One and one-half or two dashes of bitters.

One or two dashes of curacao.

One wine-glass of whisky.

Stir well with a spoon and strain it into a cocktail glass, putting in a cherry or a medium-sized olive, and squeeze a piece of lemon peel on top, and serve.

SHERRY COCKTAIL

(Use a large bar glass).

Three-fourths glassful of shaved ice.

Two or three dashes of bitters.

One dash of maraschino.

One wine-glass of sherry wine.

Stir up well with a spoon, strain into a cocktail glass, put a cherry into it, squeeze a piece of lemon peel on top, and serve.

Beverages De Luxe

Recipes for Mixed Drinks

SAUTERNE COBBLER

(Use a large bar glass).

One-half tablespoonful of sugar.

One-half wine-glass orchard syrup.

One-fourth wine-glass of water or seltzer; dissolve well with a spoon.

Fill the glass with fine shaved ice.

One and one-half wine-glass Sauterne wine; stir up well, ornament with grapes, oranges, pineapple, berries etc., in a tasty manner, and serve with a straw.

GIN RICKEY

(Use a medium-sized Fizz glass).

One or two pieces of ice.

Squeeze the juice of one good-sized lime or two small ones.

One wine-glass of Tom or Holland Gin.

Fill up the glass with club soda, carbonic or seltzer if required, and serve with a spoon.

WHISKY SOUR

(Use a large bar glass).

One-half tablespoonful of sugar.

Three or four dashes of lemon juice.

One squirt of syphon seltzer water, dissolve the sugar and lemon well with a spoon.

Fill the glass with ice.

One wine-glass of whisky.

Stir up well, strain into a sour glass. Place fruit into it, and serve.

WHISKY COBBLER

(Use a large bar glass).

One-half tablesponful of sugar.

One and one-half teaspoonfuls of pineapple syrup.

One-half wine-glass of water or seltzer; dissolve well with a spoon.

Fill up the glass with fine ice.

One wine-glass of whisky.

Stir up well with a spoon, and ornament on top with grapes, pineapple, and berries in season, and serve with a straw.

Sonn Bros.
Co.
New York
Importing Agts.

Sonn Bros.
Co.
New York
Importing Agts.

Sonn Bros.
Co.
New York
Importing Agts.

Sonn Bros.
Co.
New York
Importing Agts.

Popular Drinks

WHISKY FIZZ

(Use a large bar glass).

One-fourth tablespoonful of sugar.

Two or three dashes of lemon juice, dissolve with a squirt of seltzer water.

Fill the glass with ice.

One wine-glass of whisky.

Stir up well, strain into a good-sized fizz glass, fill the balance up with seltzer or vichy water, and serve.

WHISKY FIX

(Use a large bar glass).

One-half tablespoonful of sugar.

Two or three dashes of lime or lemon juice, dissolve well with a little water.

One-half pony glass of pineapple syrup.

Three-fourths glass of shaved ice.

One wine-glass of whisky.

Stir up well with a spoon, and ornament with grapes, oranges, pineapple, and berries in a tasteful manner; serve with a straw.

HORSE'S NECK

(Use a large size Fizz glass).

Peel a lemon in one long string, place in glass so that one end hangs over the head of glass.

Two or three dashes of bitters.

One wine-glass whisky, rye, Scotch or Irish, as preferred.

Three or four lumps of broken ice.

Fill up with syphon, vichy or ginger ale.

GIN COCKTAIL

(Use a large bar glass).

Fill up the glass with ice.

Two or three dashes of gum syrup (be careful in not using too much).

Two or three dashes of bitters.

One dash of either curacao or absinthe.

One wine-glass of gin.

Stir up well, strain into a fancy cocktail glass putting in a cherry or medium-sized olive, squeeze a piece of lemon peel on top, and serve.

GIN JULEP

(Use a large bar glass).

Three-fourths tablespoonful of sugar.

Three or four sprigs of mint.

One-half wine-glass of water, dissolve well, until the essence of the mint is extracted, then remove the mint.

Fill up with fine ice.

One and one-fourth wine-glass of gin.

Stir up well with a spoon, ornament it the same as you would mint julep, and serve.

OLD STYLE WHISKY SMASH

(Use an extra large whisky glass).

One-fourth tablespoonful of sugar.

One-half wine-glass of water.

Three or four sprigs of mint, dissolve well, in order to get the essence of the mint.

Fill the glass with small pieces of ice.

One wine-glass of whisky.

Put in fruit in season, mix well place the strainer in the glass and serve.

Beverages De Luxe

Recipes for Mixed Drinks

A. & H.
Sancho's
Amontillado
Don Quixote

Samuel Streit
& Co.
Importing Agts.
New York

G. Ceribelli
& Co.
New York,
N. Y.
Importing Agts.

Italo-
American
Stores
New York
Importing Agts.

Italo-
American
Stores
New York
Importing Agts.

Some Fine Old Whiskies in Existence

THERE are in existence to-day fifty or more barrels of Spring 1893 "G. W. S. Jones Monongahela Pure Rye." This whisky, after being tax-paid, was shipped directly from the distillery to the Union Storage Co., at Pittsburg. Each barrel, at the present time, contains about twenty gallons. Proof ranges from 114 to 123.

There is another lot of one hundred barrels of whisky made in Daviess County, Kentucky, of March, 1891, inspection, making it twenty years old at the present time. The goods, when tax-paid from the distillery warehouse, was shipped directly to the Louisville Public Warehouse Co., where it has remained on storage ever since. The goods are known as "Thixton's Club Special."

Another fine lot of old whisky, something like fifty barrels of "Melvale," Eastern Rye, was made at Baltimore, Maryland. The goods are ten years old, very fine quality, and stored at the distillery free warehouse, and have never been off the distillery premises.

One of the most perfect lots of Old Rye Whisky, one hundred or more barrels, over ten years old, tax-paid, is stored in the free warehouse at the Rohr, McHenry Distilling Co., at Benton, Columbia County, Pennsylvania. The distillery has been in existence since 1812, and has made Old-fashioned Rye Whisky all these years.

The
Fleischmann
Co.

New York

Distillers

Cordials and
Liqueurs

The
Fleischmann
Co.

New York

Distillers

The
Old "76"
Distg Co.

Office
Cincinnati, O.

Distillers

The
Old "76"
Distg. Co.

← Office
Cincinnati, O.

Distillers

Beverages De Luxe Directory

American Beers

BUDWEISER
Anheuser-Busch Brewery
St. Louis, Mo.

FALSTAFF
Wm. J. Lemp Brewing Co
St. Louis, Mo.

FEHR'S F. F. X. L.
Frank Fehr Brewing Co.
Louisville, Ky.

PABST BLUE RIBBON
Pabst Brewing Co.
Milwaukee, Wis.

STROH'S BOHEMIAN
Stroh Brewery Co.
Detroit, Mich.

American Bitters

ABBOTT'S
C. W. Abbott & Co.
Baltimore, Md.

American Champagne

ASTI SPECIAL
Italian-Swiss Colony
San Francisco, Cal.

BLACK TOP
Sweet Valley Wine Co.
Sandusky, Ohio.

ELK BRAND
Sweet Valley Wine Co.
Sandusky, Ohio.

GOLD SEAL
Urbana Wine Co.
Urbana, N. Y.

GRAND IMPERIAL
Germania Wine Cellars.
Hammondsport, N. Y.

GREAT WESTERN
Pleasant Valley Wine Co.
Rheims, N. Y.

ISLAND QUEEN
Kelley's Island Wine Co.
Kelley's Island, Ohio.

PAUL GARRETT
Garrett & Co.
Norfolk, Va.

WHITE STAR
M. Hommel Wine Co.
Sandusky, Ohio.

American Gins

BURNETT'S
Sir Robert Burnett & Co.
New York, N. Y.

LORD LYTTON
Old '76 Dist. Co.
Cincinnati, Ohio.

OLD COLONY
American Distg. Co.
Pekin, Ill.

OXFORD CLUB DRY
Baird-Daniels Co.
New York, N. Y.

PEERLESS
The Fleischmann Co.
New York, N. Y.

PEKINIL
American Distg. Co.
Pekin, Ill.

WHITE TAVERN DRY
The Fleischmann Co.
New York, N. Y.

WOOLNER'S DRY GIN
Woolner & Co.
Peoria, Ill.

American Liqueurs and Cordials

FLEISCHMANN
Creme de Menthe, etc.
The Fleischmann Co.
New York, N. Y.

OLD '76 APRICOT
Old '76 Dist. Co.
Cincinnati, Ohio.

American Whisky

ASTOR
Max. Selliger & Co.
Louisville, Ky.

ATHERTON
J. Kessler & Co.
Chicago, Ill.

BELLE OF ANDERSON
S. J. Greenbaum Co.
Louisville, Ky.

BELMONT
Max. Selliger & Co.
Louisville, Ky.

BEN FRANKLIN OLD RYE
Delaney & Murphy.
Chicago, Ill.

American Whisky

BRADDOCK PURE RYE
Jas. Clark Dist. Co.
Cumberland, Md.

CANE SPRING
S. Grabfelder & Co.
Louisville, Ky.

CEDAR BROOK
J. Kessler & Co.
Chicago, Ill.

ECHO SPRING
S. Grabfelder & Co.
Louisville, Ky.

ECONOMY PURE RYE
Economy Distg. Co.
Pittsburg, Pa.

EDGEWOOD
Edgewood Distg. Co.
Cincinnati, Ohio.

FERN HILL
H. Rosenthal & Sons.
Cincinnati, Ohio.

GANNYMEDE "76"
Sig & Sol H. Freiberg
Cincinnati, Ohio.

GIBSON'S CELEBRATED RYE WHISKEY
Gibson Distg. Co.
Philadelphia, Pa.

GOLD LEAF PURE RYE
W. P. Squibb & Co.
Lawrenceburg, Ind.

GRANDPA'S RYE
The Mountain Distg. Co.
Cincinnati, Ohio.

GREEN RIVER
Green River Distg. Co.
Owensboro, Ky.

GUCKENHEIMER PURE RYE
A. Guckenheimer & Bros.
Pittsburg, Pa.

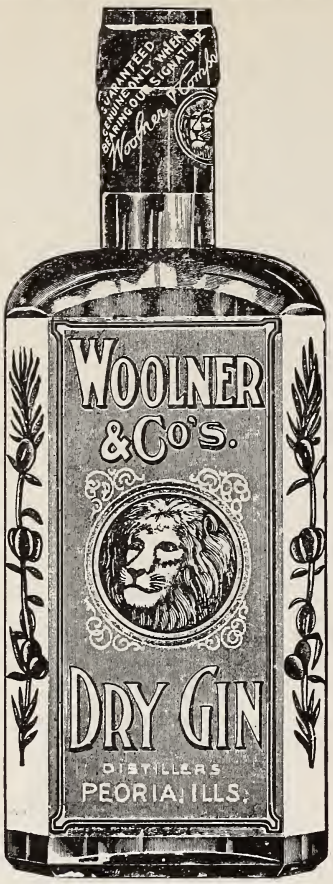
HANOVER
Standard Dist. Co.
Cincinnati, Ohio.

HIGHLAND PURE RYE
Freiberg & Workum Co.
Cincinnati, Ohio.

HUDSON WHISKY
Mayer Bros. Co.
Cincinnati, Ohio.

I. W. HARPER
Bernheim Dist. Co.
Louisville, Ky.

Woolner
& Co.
Peoria, Ill.
Distillers



Baird-Daniels
Co.
New York
Distillers

Sir Robert
Burnett & Co.
New York, N. Y.
Distillers

Emil Tirgrath
Hoboken, N. J.
Importing Agent

Beverages De Luxe Directory

American Whisky

JAS. E. PEPPER
Jas. E. Pepper Distg. Co.
Lexington, Ky.

JIM DOUGLAS
J. J. Douglas Co.
Louisville, Ky.

J. H. CUTTER
C. P. Moorman & Co.
Louisville, Ky.

JOHN POINDEXTER
Wiglesworth Bros. Co.
Poindexter, Ky.

J. W. M. FIELD
J. W. M. Field.
Owensboro, Ky.

KENTUCKY DEW
Old Kentucky Dist. Co.
Louisville, Ky.

KENTUCKY TAYLOR
Wright & Taylor.
Louisville, Ky.

LARGE
Large Distg. Co.
Pittsburg, Pa.

LYNNDALE
Lynndale Dist. Co.
Louisville, Ky.

MAMMOTH CAVE
W. L. Weller & Sons.
Louisville, Ky.

MARK ROGERS
Bluthenthal & Bickart.
Baltimore, Md.

MEDALLION
Old '76 Distg. Co.
Newport, Ky.

MOORMAN GREEN LABEL
C. P. Moorman & Co.
Louisville, Ky.

MOUNT VERNON PURE RYE
Cook & Bernheimer Co.
New York, N. Y.

O. F. C.
Geo. T. Stagg Co.
Frankfort, Ky.

OLD BLUE RIBBON
Eminence Dist. Co.
Eminence, Ky.

OLD BOONE
Thixton, Millett & Co.
Louisville, Ky.

American Whisky

OLD BRIDGEPORT PURE RYE
Hamburger Disty.
Pittsburg, Pa.

OLD CHARTER
Wright & Taylor.
Louisville, Ky.

OLD FORESTER
Brown-Forman Co.
Louisville, Ky.

OLD GRAND DAD
Old Grand Dad Dist. Co.
Louisville, Ky.

OLD G. W. TAYLOR
Wiglesworth Bros. Co.
Poindexter, Ky.

OLD JOE GIDEON
Greenbaum Bros.
Louisville, Ky.

OLD JOE PERKINS
Perkins & Manning Co.
Owensboro, Ky.

OLD JORDAN
J. B. Thompson & Co.
Cincinnati, O.

OLD NO. 7
Jack Daniel Dist. Co.
St. Louis, Mo.

OLD OVERHOLT
A. Overholt & Co.
Pittsburg, Pa.

OLD RICHLAND
Jett Bros. Dist. Co.
Carrollton, Ky.

OLD SOWDERS
Theo. Sowders,
Evansville, Ind.

OLD TAYLOR
E. H. Taylor, Jr. & Sons.
Frankfort, Ky.

OLD UNDERHILL
S. Jung & Co.
Milwaukee, Wis.

PALISADE RYE WHISKY
The Fleischmann Co.
New York, N. Y.

PAUL JONES
Paul Jones & Co.
Louisvile, Ky.

PEERLESS
Ky. Peerless Distg. Co.
Henderson, Ky.

American Whisky

PUCK
J. & A. Freiberg.
Cincinnati, Ohio.

PURITAN
D. Sachs & Sons.
Louisville, Ky.

RED TOP
Ferd. Westheimer & Sons.
Cincinnati, Ohio.

RUNNYMEDE PURE RYE
J. B. Thompson & Co.
Cincinnati, Ohio.

SAM THOMPSON PURE RYE
Thompson Dist. Co.
Pittsburg, Pa.

SHERWOOD RYE
Sherwood Dist. Co.
Baltimore, Md.

STEWART PURE RYE
Stewart Distg. Co.
Philadelphia, Pa.

SUNNY BROOK
Sunny Brook Disty. Co.
Louisville, Ky.

SUSQUEHANNA
Susquemac Dist. Co.
Cincinnati, Ohio.

THREE RIVERS
H. Weil & Sons.
Paducah, Ky.

T. J. MONARCH
J. & A. Freiberg.
Cincinanti, Ohio.

TOM MOORE
Tom Moore Disty.
Bardstown, Ky.

WHITE MILLS
White Mills Disty. Co.
Louisville, Ky.

W. T. & C. D. GUNTER SPECIAL BRAND
W. T. & C. D. Gunter.
Evansville, Ind.

American Wine

VIRGINIA DARE
Garrett & Co.
Norfolk, Va.

New England Rum

CRYSTAL SPRING
Felton & Son.
Boston, Mass.

Garrett
& Co.
Norfolk, Va.
Manufacturers

Garrett
& Co.
Norfolk, Va.
Manufacturers

The
Bay View
Wine Co.
Sandusky, O.
Distributors

The
M Hommel
Wine Co.
Sandusky, O.
Manufacturers

Beverages De Luxe—Imported

Champagne

HENRY GOULET
Sonn Bros. Co., Agents.
New York.

CHAS. HEIDSIECK
Cesare Conti, Agent.
New York.

LOUIS ROEDERER
E. La Montagne's Sons, Agents.
New York.

G. H. MUMM & CO.
The Mumm Champagne & Importation Co., Agents.
New York.

Sparkling Wines German

FIRMA JOSEF FALCK
Sonn Bros. Co., Agents.
New York.

Italian

F. CINZANO & CO.
L. Gandolfi & Co., Agents.
New York.

J. ROUFF
Cesare Conti, Agent.
New York.

Clarets and Sauternes

AUDINET & BUHAN
Sonn Bros. Co., Agents.
New York.

BARTON & GUESTIER
E. La Montagne's Sons. Agents.
New York.

BLANCHY FRERES & CO.
Nich. Rath & Co., Agents.
New York.

F. DUMEZIL
Cusenier Co., Agents.
New York.

ESCHENAUER & CO.
P. W. Engs & Sons, Agents.
New York.

Burgundies

CHARLES BERNARD
Sonn Bros. Co., Agents.
New York.

C. MAREY & LIGERBELAIR
E. La Montagne's Sons, Agents.
New York.

A. MASSON—DUBOIS
P. W. Engs & Sons, Agents.
New York.

Hungarian Wines

JALICS PINCZE
Sonn Bros. Co., Agents.
New York.

Italian Wines

ANTONIA CINALI & CO.
Chianti.
Sonn Bros. Co., Agents.
New York.

MARQUIS PANCIATICHI
Chianti.
Cesare Conti, Agent.
New York.

J. L. RUFFINO
Chianti.
L. Gandolfi & Co., Agents.
New York.

J. ROUFF
Capri.
Cesare Conti, Agent.
New York.

Madeira

BLANDY BROS. & CO.
W. A. Taylor & Co., Agents.
New York.

VVA, ABUDARHAM & FILHOS
Sonn Bros. Co., Agents.
New York.

LEACOCK & CO.
E. La Montagne's Sons, Agents.
New York.

Malaga

PIURY BROS.
Cesare Conti, Agent.
New York.

Marsala Wines

WOODHOUSE & CO.
W. A. Taylor & Co., Agents.
New York.

FRATELLI PLATAMONE
Sonn Bros. Co., Agents.
New York.

J. ROUFF
Cesare Conti, Agent.
New York.

Port

A. FERREIRA & CO.
Sam'l Streit & Co., Agents.
New York.

A. A. FERREIRA
P. W. Engs & Sons, Agents.
New York.

H. KOLITZUS
Sonn Bros Co., Agents.
New York.

RICHARD HOOPER & SONS
Nich. Rath & Co., Agents.
New York.

SANDEMAN & CO.
E. La Montagne's Sons, Agents.
New York.

SILVA & COSENS
W. A. Taylor & Co., Agents.
New York.

VALENCIA PAZ & CO.
Sonn Bros. Co., Agents.
New York.

Spanish Red Wines

HIJOS BENIGNO LOPEZ
P. W. Engs & Sons, Agents.
New York.

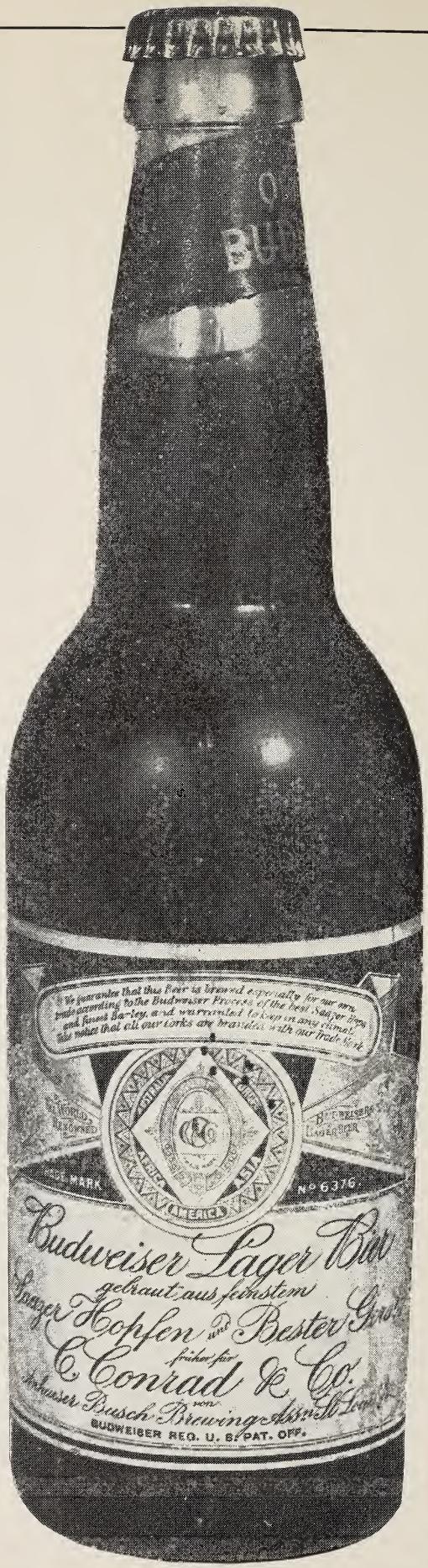
JOSE BOULE
W. A. Taylor & Co., Agents.
New York.

CAREY HERMANOS & CO.
Nich. Rath & Co., Agents.
New York.

BONSOMS & CO.
Sam'l Streit & Co., Agents.
New York.

J. ESCANDELL FERRER
Sonn Bros. Co., Agents.
New York.

Anheuser-Busch
Brewing Association
St. Louis
Brewers



Beverages De Luxe — Imported

Sherry

A. BECCO & CO.
Sonn Bros. Co., Agents.
New York.

GONZALES BYASS & CO.
W. A. Taylor & Co., Agents.
New York.

D. G. GORDON 1795
P. W. Engs & Sons, Agents.
New York.

SANDEMAN, BUCK & CO.
E. La Montagne's Sons, Agents.
New York.

J. V. PIURY & CO.
Cesare Conti, Agent.
New York.

A. & H. SANCHO
Sam'l Streit & Co., Agents.
New York.

Rhine and Moselle

GEORGE ANDERSON
P. W. Engs & Sons, Agents.
New York.

FIRMA JOSEF FALCK
Sonn Bros. Co., Agents.
New York.

KOCH, LAUTEREN & CO.
E. La Montagne's Sons, Agents.
New York.

Brandy

M. BOITARD, COGNAC
Nich. Rath & Co., Agents.
New York.

ALBERT DUBOIS & CO.
Cognac.
L. Gandolfi & Co., Agents.
New York.

A. DUPUY & CO.
Cognac.
P. W. Engs & Sons, Agents.
New York.

FRATELLI BRANCA
L. Gandolfi & Co., Agents.
New York.

Brandy

LDE. GUINEFOLLAUD
Cognac.
Sam'l Streit & Co., Agents.
New York.

RIVIERE GARDRAT & CO.
Cognac.
Sonn Bros. Co., Agents.
New York.

JULES ROBIN & CO.
Cognac.
E. La Montagne's Sons, Agents.
New York.

ROUYER, GUILLET & CO.
W. A. Taylor & Co., Agents.
New York.

Greek Cognac and Wine

ACHAIA
Sonn Bros. Co., Agents.
New York.

Extract of Tamarind

CARLO ERBA
L. Gandolfi & Co., Agents.
New York.

Italian Vermouth

FRATELLI BRANCA
L. Gandolfi & Co., Agents.
New York.

MARTINI & ROSSI
W. A. Taylor & Co., Agents.
New York.

TORO
Italo-American Stores, Inc. Agents.
New York.

VANZETTI, CAPRIOLI & AIRALDI
Sonn Bros. Co., Agents.
New York.

French Vermouth

MATOLY, BELL & CIE
Sonn Bros. Co., Agents.
New York.

NUGUE, RICHARD & CO.
P. W. Engs & Sons, Agents.
New York.

Gin — British

BOLD & CO.
Sam'l Streit & Co., Agents.
New York.

SIR ROBT. BURNETT & CO.
P. W. Engs & Sons, Agents.
New York.

GORDON & CO.
E. La Montagne's Sons, Agents.
New York.

RATHBONE & CO.
Nich. Rath & Co., Agents.
New York.

CHAS. TANQUERAY & CO.
W. A. Taylor & Co., Agents.
New York.

WM. WHITELEY & CO.
Cook & Bernheimer Co., Agents.
New York.

Sloe Gin

GORDON & CO.
E. La Montagne's Sons, Agents.
New York.

Gin — Holland

BALL & DUNLOP
Nich. Rath & Co., Agents.
New York.

BLANKENHEIM & NOLET
Sonn Bros. Co., Agents.
New York.

CABINET GIN
The Cook & Bernheimer Co., Agents.
New York.

HULSTKAMP
Emil Tirgrath, Agent.
Hoboken, N. J.

A. HOUTMAN & CO.
Sam'l Streit & Co., Agents.
New York.

W. MAINGAY & CO.
E. La Montagne's Sons, Agents.
New York.

SWAN GIN
W. A. Taylor & Co., Agents.
New York.

Frank Fehr Brewing Co.

Louisville Ky.

Brewers

Beverages De Luxe—Imported

Scotch Whisky

BERNARD & CO.
Sam'l Streit & Co., Agents.
New York.

ROBERT CRAWFORD & CO.
Sam'l Streit & Co., Agents.
New York.

GOLF CLUB PIBROCH
W. A. Taylor & Co., Agents.
New York.

CRAIGELLACHE - GLEN-LIVET DISTILLERY CO.
P. W. Engs & Sons, Agents.
New York.

ALEX. FERGUSON & CO.
Sonn Bros. Co., Agents.
New York.

JAMES MONROE & SON
The Cook & Bernheimer Co., Agents.
New York.

J. & G. STEWART
Wm. G. Moehring & Co., Agents.
New York.

WM. WILLIAMS & SONS
E. La Montagne's Sons, Agents.
New York.

JAMES WATSON & CO.
Nich. Rath & Co., Agents.
New York.

Irish Whisky

CORK DISTILLERIES CO. Ltd.
Nich. Rath & Co., Agents.
New York.

JOHN JAMESON & SON
W. A. Taylor & Co., Agents.
New York.

KINAHAN & CO.
P. W. Engs & Sons, Agents.
New York.

SIR JOHN POWER & SON, Ltd.
E. La Montagne's Sons, Agents.
New York.
Delaney & Murphy, Agents
Chicago.

Canadian Whisky

WISER'S CANADIAN WHISKY
Wm. G. Moehring & Co., Agents.
New York.

Liqueurs and Cordials

ANGOSTURA BITTERS
J. W. Wupperman, Agent.
New York.

APRICOT BRANDY
Collier & Co.
W. A. Taylor & Co., Agents.
New York.

ARCHAMBEAUD FRERES
Cordials.
Sonn Bros. Co., Agents.
New York.

FLLI. BRANCA & CO.
Fernet-Branca Bitters.
L. Gandolfi & Co., Agents.
New York.

CATZ HOLLAND BITTERS
Emil Tirgrath, Agent.
Hoboken, N. J.

E. CUSENIER FILS AINE & CO.
Cordials.
Cusenier Co., Agents.
New York.

ERVEN LUCAS BOLS
Dutch Cordials.
E. La Montagne's Sons, Agents.
New York.

FERRO-CHINA-BISLERI
G. Ceribelli & Co., Agents.
New York.

GILKA BERLINER GETREIDE KUMMEL
Wm. G. Moehring & Co., Agents.
New York.

A. HUBER
Kirsch and Zwetschenwasser.
Sonn Bros. Co., Agents.
New York.

JULES PERNOD
Absinthe and Kirschenwasser.
P. W. Engs & Sons, Agents.
New York.

P. A. LARSEN
Caloric Punch.
P. W. Engs & Sons, Agents.
New York.

Liqueurs and Cordials

FLLI. MANCABELLI
Anesone Triduo.
L. Gandolfi & Co., Agents.
New York.

F. W. MANEGOLD
Getreide-Kummel.
Sonn Bros. Co., Agents.
New York.

NUYENS & CO.
Apricot Brandy.
P. W. Engs & Sons, Agents.
New York.

NUYENS & CO.
Cordials.
P. W. Engs & Sons, Agents.
New York.

PAGE & SANDEMAN
Apricot Brandy.
E. La Montagne's Sons, Agents.
New York.

AUGUST SCHWARTZ
Kornschnapps.
Sonn Bros. Co., Agents.
New York.

CHAS. TANQUERAY & CO.
Orange Bitters.
W. A. Taylor & Co., Agents.
New York.

VINO CHINATO
Italo-American Stores, Inc. Agents.
New York.

XAVIER FISCHLIN FILS
Kirsch and Gentiane.
L. Gandolfi & Co., Agents.
New York.

Rum

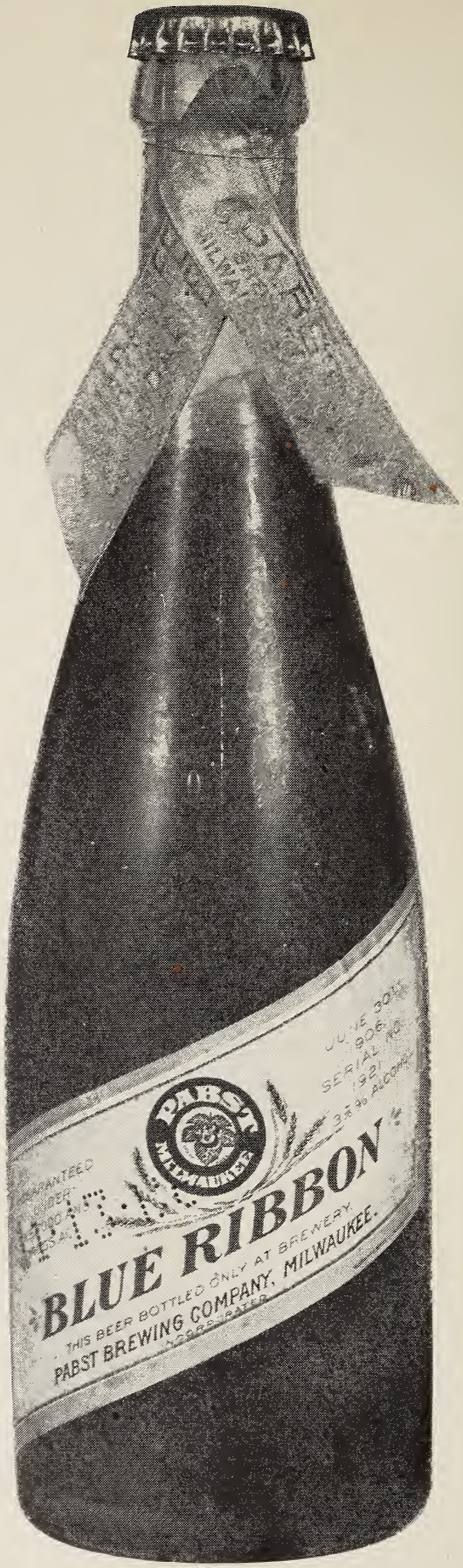
CROWN, LONDON DOCK
Jamaica.
Sam'l Streit & Co., Agents.
New York.

ALFRED LAMB & SON
Nich. Rath & Co., Agents.
New York.

MAGNUM BRAND
W. A. Taylor & Co., Agents.
New York.

H'Y WHITE & CO.
E. La Montagne's Sons, Agents.
New York.

Pabst Brewing Co.
Milwaukee, Wis.
Brewers



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